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this is **EGOMATIC**

Systems engineers for the automated egg handling industry

Founders of
EGOMATIC



Herbert O. Niederer
Treasurer

Otto C. Niederer, Jr.
President

Otto Niederer, Sr. – Secretary
Originator of early patents that led
to the founding of Egomatic.



Otto C. Niederer, Jr.
President

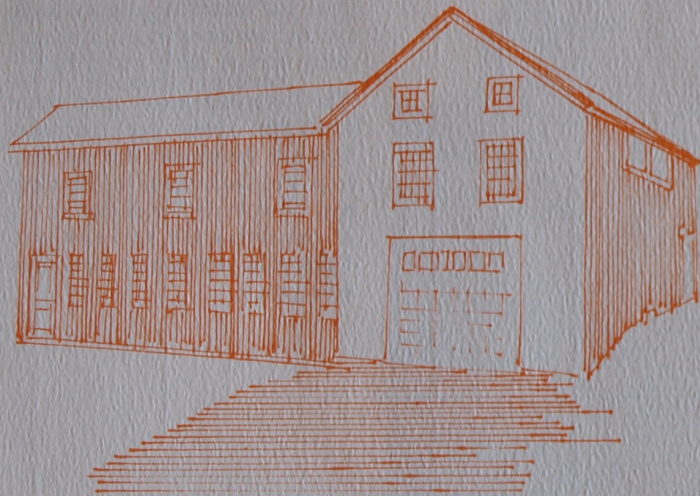
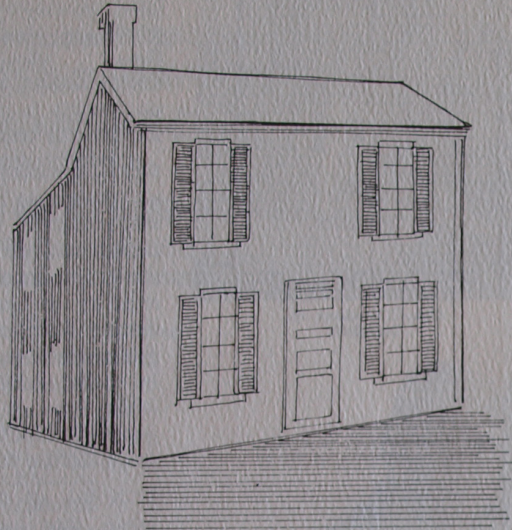
Less operators, a system of related processing functions and minimum maintenance/repair time . . . these are the basics "automation." But high volume production is not profitable unless there is strict quality control.

For over 30 years, Egomatic equipment has been designed and manufactured for high volume production, yet with more precision than is required by either industry or governmental standards. Additionally, every improvement has been designed to be easily added to older units to make them as up-to-date as the new egg handling machinery we manufacture today.

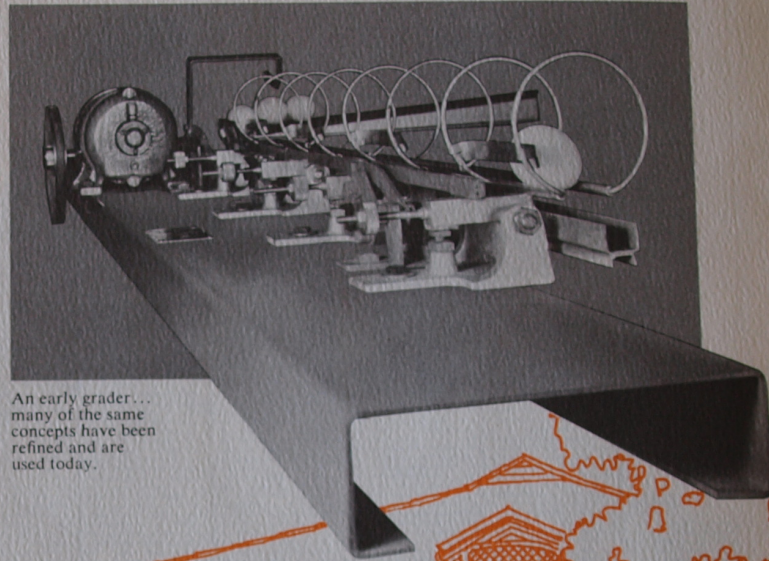
It is for all these reasons, and more, that individual Egomatic units and complete egg handling systems are found in use in almost every part of the world today.

The following pages give some highlights about our company. You are invited to visit our factory and showroom in Pennington, New Jersey or phone us for a representative to show you Egomatic equipment in action near you.

A brief look back



Early manufacturing facilities of Egomatic, Titusville, N.J.



An early grader... many of the same concepts have been refined and are used today.



It is always interesting to glance briefly at the past to see how a group of people can develop ideas into a successful, expanding corporation.

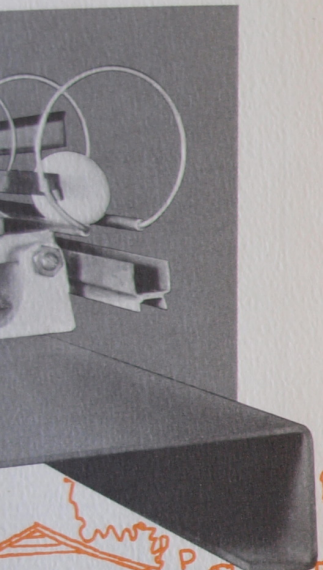
Thirty years ago, automation in egg handling was virtually unheard of. A far cry from the fully automatic candling, grading and packing we know today. To reach this advanced stage, a great deal of research and development has gone in to the system as we now market it throughout the world.

The early units, very basic in their design, were conceived from ideas generated on the family farm when it was decided eggs could be



An "automated system" of the 40's

look back



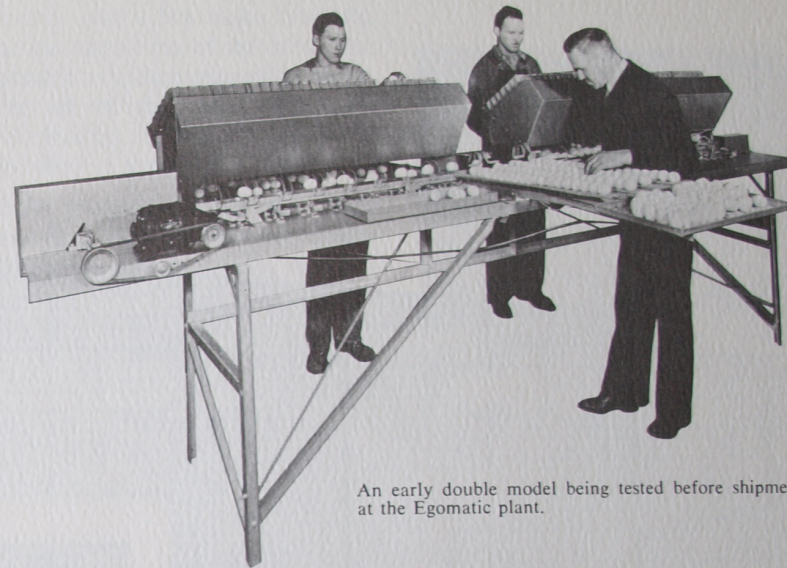
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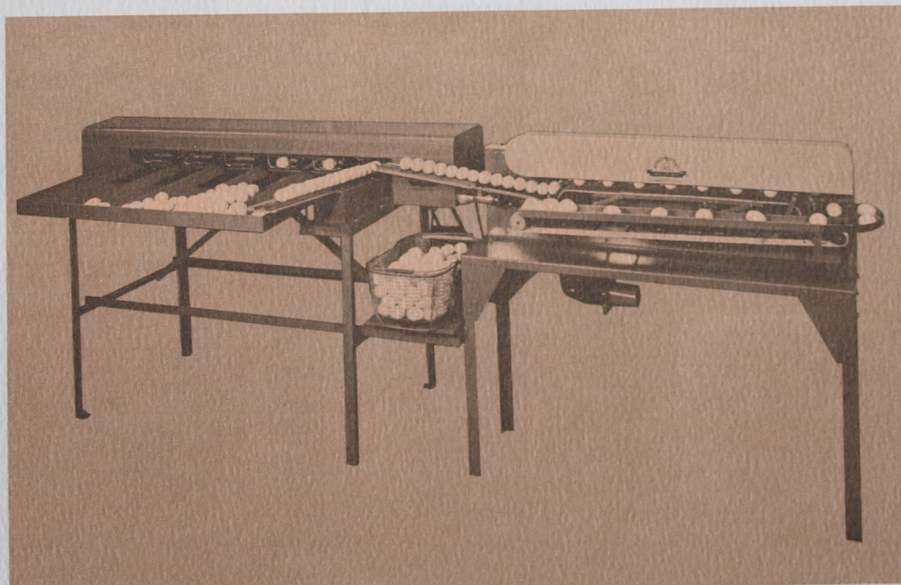
The early units, very basic in their design, were conceived from ideas generated on the family farm when it was decided eggs could be

processed faster with a machine instead of the hand scale method. The results were successful and other people wanted these machines. The machines were then demonstrated at poultry shows and were immediately accepted by the industry. Except for a war time service, Egomatic has continued serving the needs of the poultry industry down through the years.

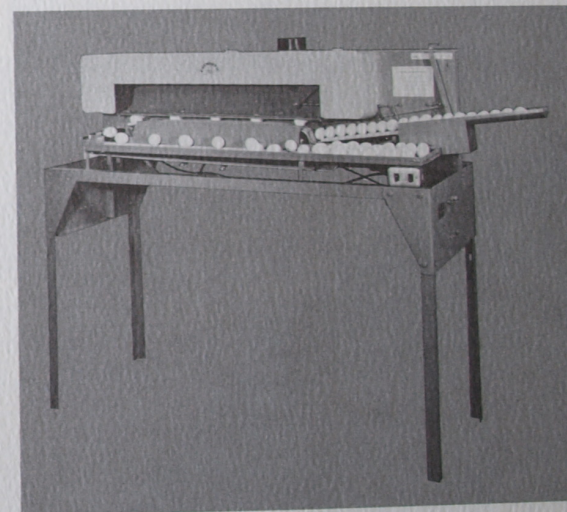
In the 1950's, Egomatic expanded into the foreign markets, which today is a sizable part of the business. Accessory units were added to form a system. This was further developed into the highly automated, complete handling system we now manufacture.



An early double model being tested before shipment at the Egomatic plant.

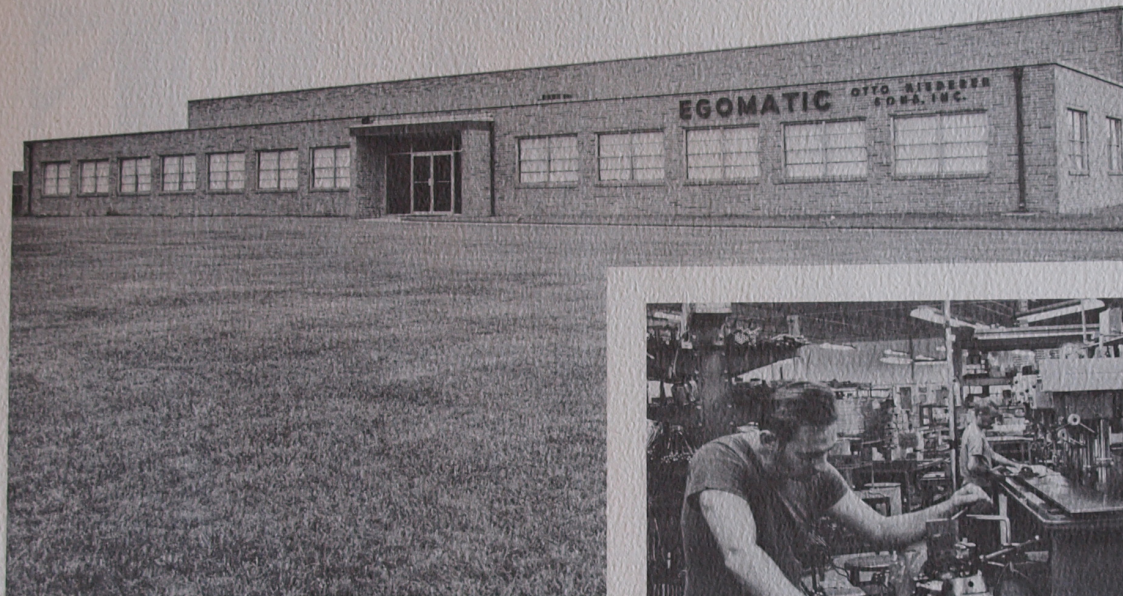


An "automated system" of the 40's



Model 500 . . . Dry egg cleaner

A productive present



Egomatic's manufacturing plant - Pennington, New Jersey



LATHE AND DRILL PRESS - Operators perform various parts manufacture on latest machine tools

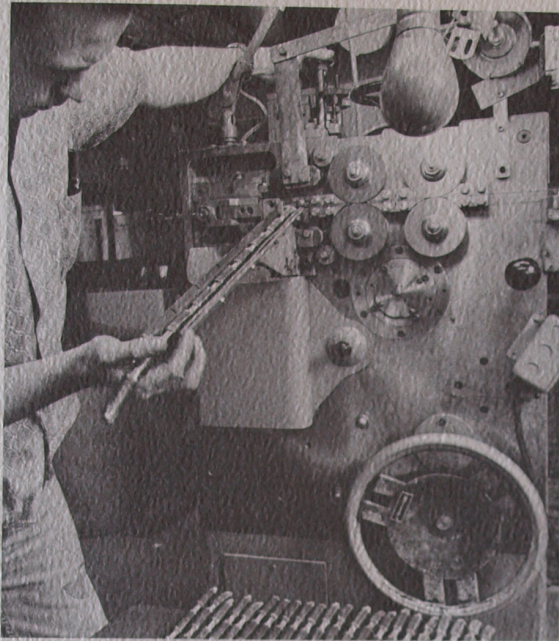


WELDING - Welding parts together into structures

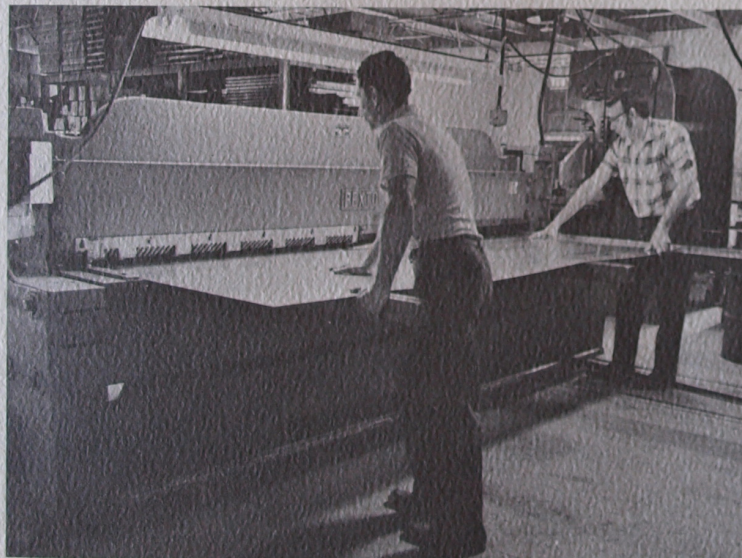




together into



SPRING MACHINE - Fabricating the patented Egomatic springs on our specially designed spring-making machine



SHEAR AND BRAKE - Cutting and forming raw materials into parts

Egomatic's manufacturing facility is located in Pennington, New Jersey, just a few miles from the actual beginning of the idea. The plant is a modern operation, utilizing all of the latest up-to-date fabricating machinery needed to produce a precision product.

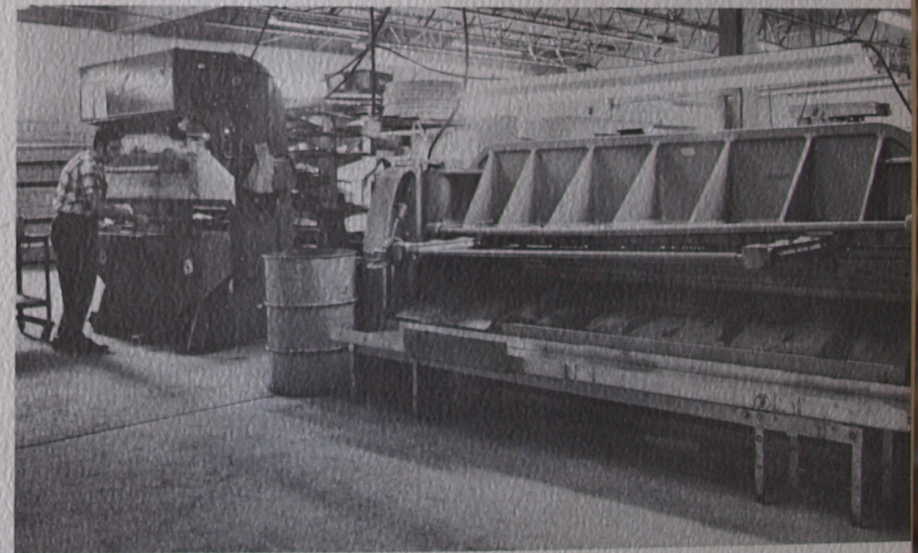
Raw materials enter the plant and flow through the parts manufacturing, sub-assembly, final assembly and shipping areas with planned efficiency. Our skilled personnel take pride in each unit as it is built.

These photos graphically portray the scope of our manufacturing capabilities.

continued



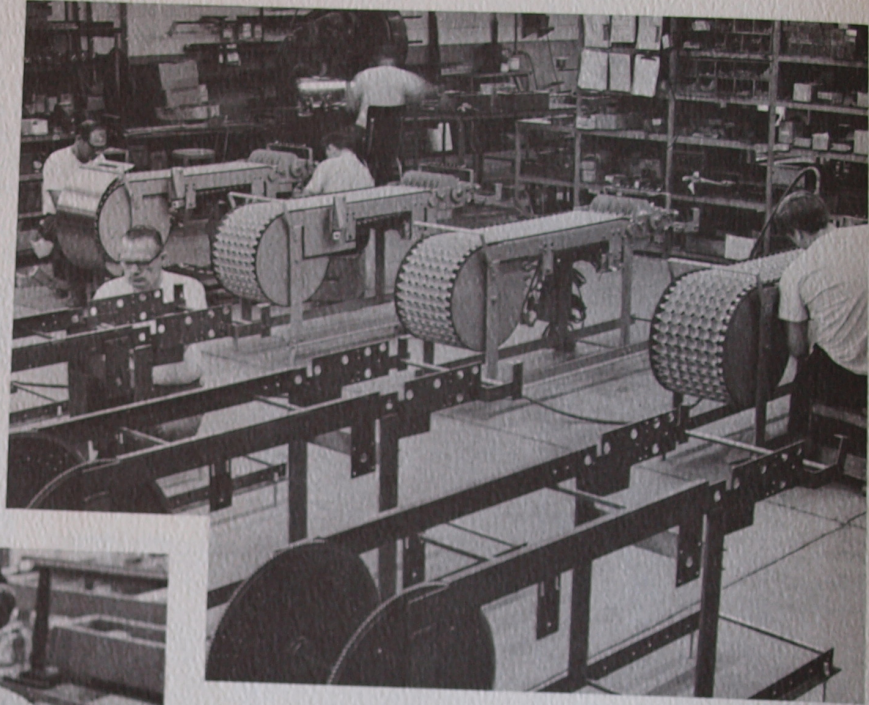
MILLING - Precision tooling to maintain high quality and accuracy in parts



A productive present



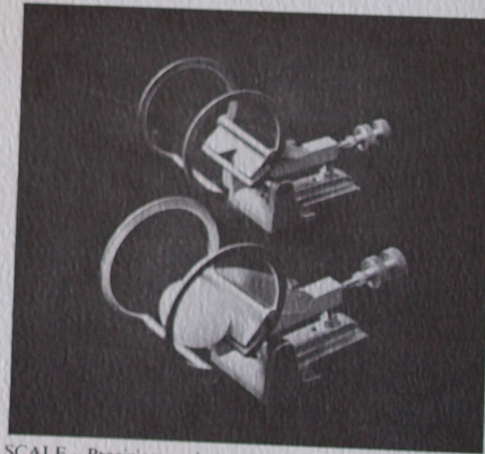
SUB-ASSEMBLY - Assembling the large graders in their initial stage



AUTOMATIC
PACKER
ASSEMBLY -
Assembly line
production of the
Egomatic P Packer



SPRING CONVEYOR - Assembly of the conveyor using Egomatic stainless steel spring rollers.



SCALE - Precision engineered and manufactured scale assembly.

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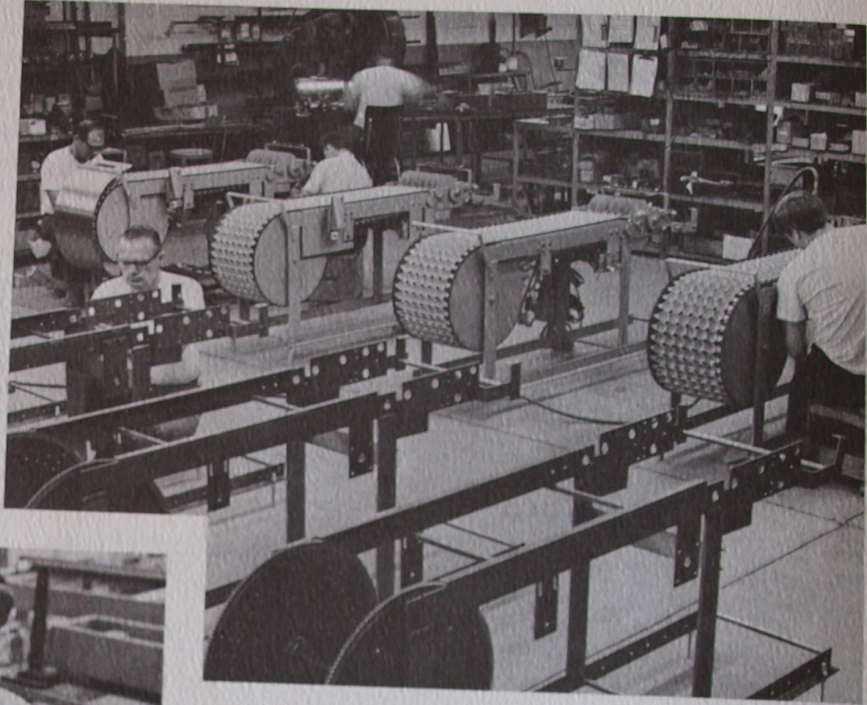


FINAL AS
system

A productive present



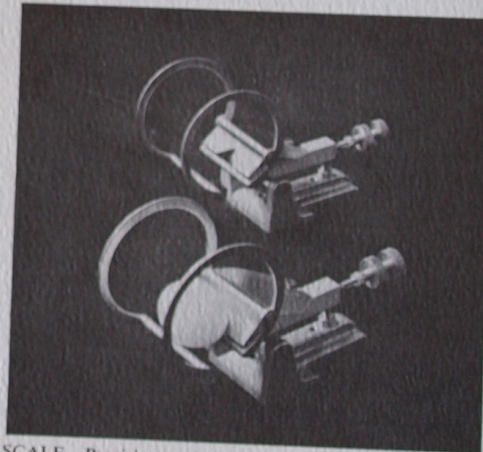
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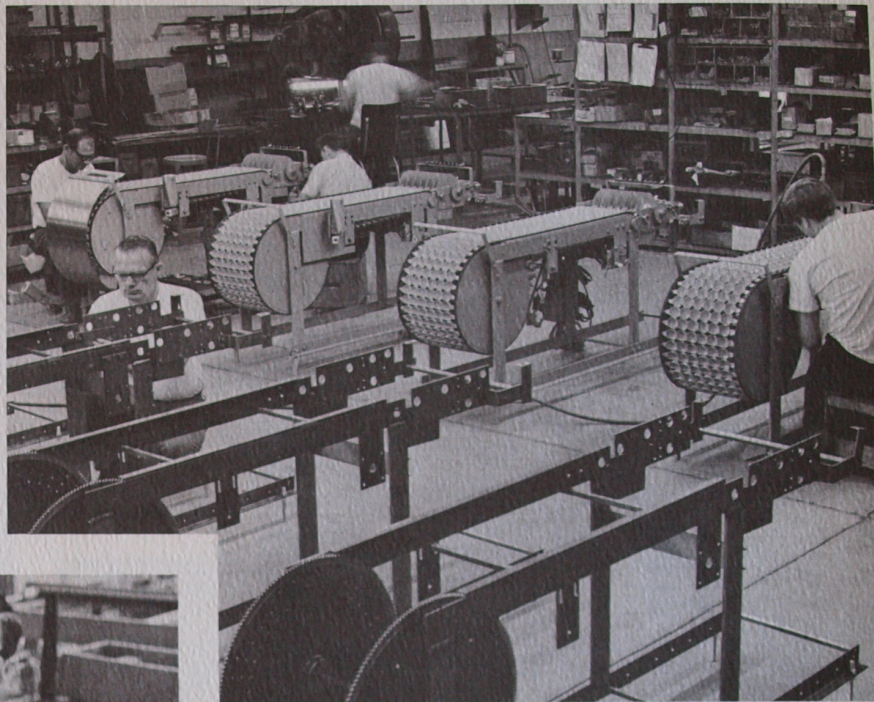


FINAL AS
system

A productive present



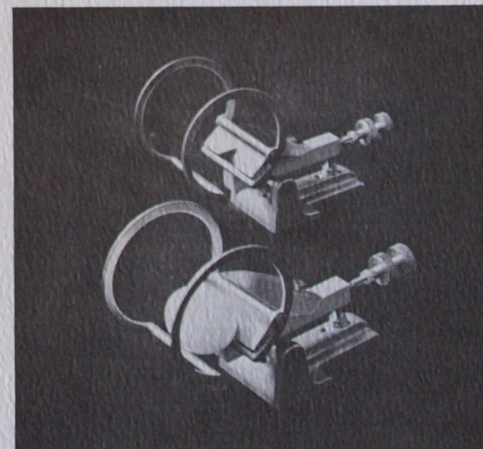
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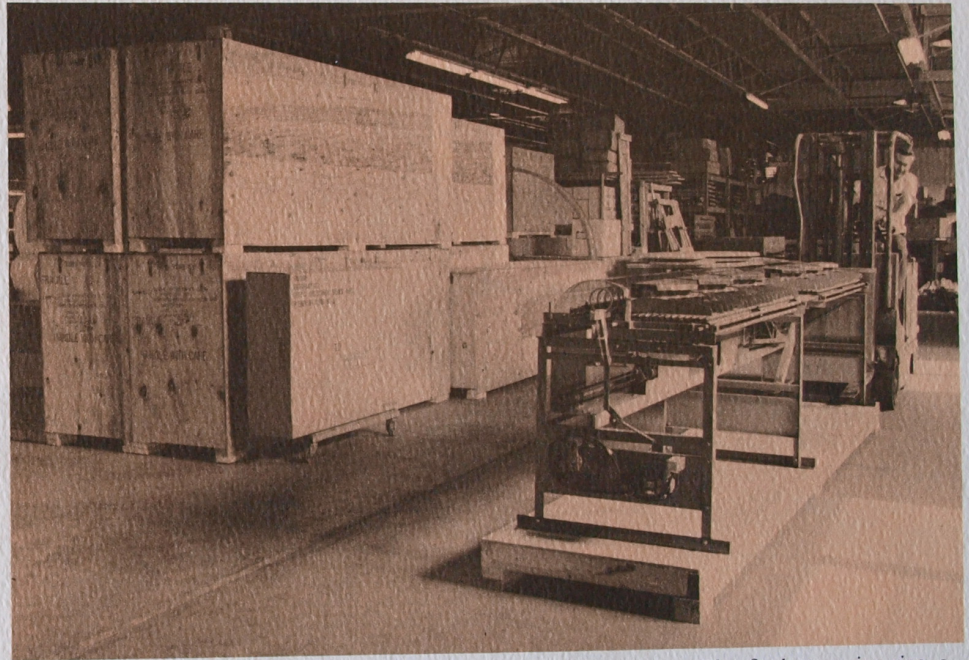
Installation and service



FINAL ASSEMBLY – Finishing the units and putting together the Egomatic system

Egomatic takes pride in the installation and service procedures that we have established. Our men travel thousands of miles every year installing the large systems and keeping a check on existing plants to be sure they are operating properly. It is our policy to initially instruct the egg plant personnel in the proper operation of the equipment and preventive maintenance techniques needed

to gain a maximum of efficiency from it. Paramount in the establishment of an Egomatic dealership is the future service that can be provided. With the larger, more complicated systems, the importance of service becomes more and more evident. Egomatic has realized this responsibility and met it through skilled personnel and continuous training.

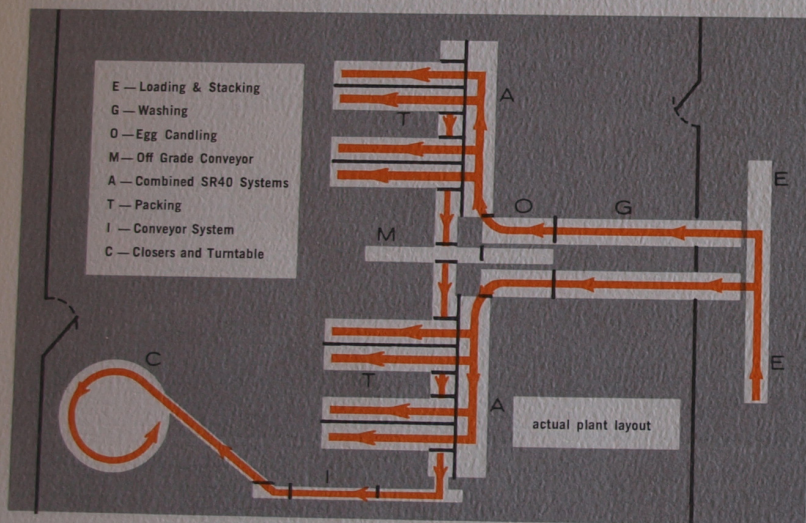


CRATING AND SHIPPING – Preparing the equipment for shipment. The final stage insuring a quality product reaches the customer in good condition

Planning the egg handling plant

Utilizing the combined many years of experience, the Egomatic staff plans hundreds of processing plants every year. Our equipment is designed to adapt to any existing building and can be incorporated into a new operation with maximum efficiency.

Complete drawings are made on request in our sales engineering department to provide our customers with the latest equipment and handling procedures. Egomatic automation creates efficiency through the utilization of machinery and people working together.



An unlimited future

Egomatic is at work on tomorrow!

Keeping pace with our fast growing industry is the responsibility of all at Egomatic.

As evidenced by the past and present, this responsibility is being met and will continue to be met. A planned program of research and development is continually in motion. Not only to improve upon current systems but to look down the road into new concepts of automation.

Egomatic has always provided equipment that is relatively simple to operate and maintain. Many new innovations created are adaptable to existing systems, providing the customer with the efficiencies of new developments without completely re-equipping.



on tomorrow!

our fast grow-
responsibility

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EGOMATIC

IS WORLD WIDE
and holds International
Trademark and Patent Rights



PRESIDENTIAL



'E' AWARD FOR
EXCELLENCE
IN EXPORT

Automatic Egg Processing

自動印製法

Automatische Bearbeitung von Eiern
MANIPULATION AUTOMATIQUE DES OEUFs
MANIPULACION AUTOMATICA DE HUEVOS



otto niederer sons, inc.

AUTOMATION ENGINEERS FOR THE EGG HANDLING INDUSTRY

route # 31 • pennington, new jersey 08534

telephone: (609) 737-1400

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OTTO NIEDERER SONS, INC.

A HISTORY OF EGOMATIC PROGRESS

In the early 1930's the ideas were starting for the development of the Egomatic egg grader.

The Niederers were basically dairy farmers in Titusville, N. J. however also had a flock of four to six hundred chickens. Joining the Flemington Auction, as a shipping member, and seeing how the eggs were handled, sparked the natural inventive instincts and they commenced to develop a machine to ease the problem.

After seven years of developing and testing, the ideas emerged as a Model D-5 grader. Additional units were made available to other poultrymen.

The first factory was an old milk house on their farm in Titusville, N. J. which is now part of the Washington Crossing State Park. The D-5 grader sorted eggs into four grades at a rate of ten cases per hour ... an almost unbelievable volume in those days.

The unit was first exhibited in January 1939, at the New Jersey Farm Show in Trenton, and immediately aroused interest on the part of poultrymen and dealers in farm equipment. It was here that William Duryee, then Secretary of Agriculture for the State of New Jersey, saw the machine and was impressed with its performance subsequently devoted a major portion of his farm program broadcast on local radio to describe the operation and potential of the D-5 grader. This broadcast was later published as a feature article in New Jersey Farm and Garden Magazine.

Later the same year the new equipment was exhibited at the Worlds Poultry Congress in Cleveland, Ohio, where the D-5 created international interest as the first commercially manufactured automatic egg candling and sizing equipment for which a new trade name was coined ... EGOMATIC.

With the success of this original grader and seeing the growth possibilities in the manufacture of a broad line of egg handling machinery, a company was formed and the new organization moved from the original milk house to larger quarters in what had previously been a nearby pumpkin and tomato canning factory. Here the next grader was developed, the S-5, which could sort four grades at the rate of five cases per hour, for lower volume egg producers.

Just a year later, in April 1940, the fast growing company became a corporation, with Otto Niederer, Sr., Chairman and his sons, Otto, Jr. as President and Herbert as Engineer.

While these Egomatic graders had proved themselves, performing far better than hand handling and grading, a considerable amount of sales resistance to "this modern method" of egg processing was encountered ... the situation similar to dairyman's first reaction to mechanical milking machines as opposed to hand milking. Only 70 units were sold in the first year of operation, but the Egomatic concept was finally accepted and over the next ten years (excluding the war years) sales doubled or tripled each and every year over the previous year.

Manufacturing operations were moved to still larger quarters in Titusville, in 1943, but then came World War II and drastic cuts in the allocation of steel to private industry. Otto Niederer Sons, Inc. then joined the war effort to develop, manufacture and operate machines to sort aircraft rivets. In all, seven patents were awarded the company for such equipment.

These machines proved so efficient that Grumman Aircraft, Eastern Aircraft, Bell Aircraft, Martin Aircraft, Ford Motor Company and thirty three other airplane manufacturers sent train loads of rivets from such distant places as Willow Run, Michigan and Marietta, Georgia, to the Egomatic, Titusville, New Jersey, plant to have them sorted and returned for re-use. The rivets were accurately sorted as to size, color and alloy.

During the war years Otto Niederer Sons, Inc. also developed a machine to weigh 20 mm. projectiles and sold to ammunition manufacturers. Diversifications such as this also led to a weighing machine for extruded base materials, used widely in the manufacture of molded rubber and plastic products.

When war production ended in 1945 the company resumed production of automatic egg handling equipment and in 1946 the DC-6 Dry Cleaner was developed to clean 1800 eggs per hour by using abrasive belts and thus eliminating the drawback of heat, moisture and bacteria which was detrimental to stored eggs previously cleaned by the traditional washing methods. During this period grader accessories, such as feeders, counters and conveyors, were designed and manufactured to work with all existing machines.

In 1958, Otto Niederer Sons, Inc. expanded their sales to foreign markets for the first time, with units shipped to Canada and Mexico. The export sales office in New York (Eric Holzer, Inc.) was established for Mexican and South American as well as European distribution. The company now sells all areas of the world and continental U. S. through approximately 150 dealers and distributors covering all major egg producing areas.

Early in 1963 the company moved its operation into its newly built plant on Route 69 near Pennington, New Jersey. The building is modern, brick, and has an area of 35,000 square feet. Being in the same area, they were able to maintain the entire working force with many of its employees having twenty years experience with Egomatic equipment.

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At present the three original officers retain essentially their same capacities; Otto Niederer, Sr., Consultant; Otto Niederer, Jr., President and Herbert Niederer, Treasurer and Engineer. Other family members of the organization are Arthur Niederer, Floyd Niederer and Rudolph Beitzel. Richard L. Eggert is the Sales Manager. Egomatic sales and service personnel travel into the hundreds of thousands miles per year covering all major international, national, regional and state conferences, trade shows and exhibitions.

Otto Niederer Sons, Inc. maintains a continuing program of research and development in the field of automation-engineering for the poultry industry. The original vision of a broad line of fully automatic egg handling equipment has become a reality, and even now several new projects are in the design stage with prototypes expected for in-plant and field testing in the very near future.

The Niederers' reputation for the design and engineering of precision weighing equipment and systems has resulted in inquiries from many manufacturers who would like them to develop specialty machines to be used for weighing such items as frankfurters, golf balls, lobster tails, nuts, fish ... and even dynamite.

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September 3, 1987

The Pennington Post



Niederer with original prototype of mechanical egg candler and egg grader, 1933. The inventor patented and sold under the Egomatic trademark.



Floyd Niederer (left) and son, Karl, demonstrate the use of an Egomatic machine. Karl, a state archivist, has written an exclusive chronology about his Swiss immigrant grandfather, Otto, inventor of Hopewell Valley's world-reknown egg sorting device.

Remembering father...

By Petra Schlatter

HOPEWELL TWP. - Two sons and one grandson of the late Egomatic founder, Otto Niederer, assemble outside a family member's rural home on a warm summer night.

Floyd and Arthur, two of four brothers who helped build the egg sorting machine company into worldwide status, look out on the massive manicured lawn. All is still. Karl pulls up a lawn chair and joins his father, Floyd, and Uncle Arthur to discuss the origins of Egomatic -- a prosperous family business born in the midst of The Great Depression and endured beyond World War II through to the late 1970s.

An excerpt of their conversation with The Pennington Post follows:

POST: How did it all come about?

FLOYD: As far as my father trying to come up with a process -- he knew that hand sorting -- taking an egg from the basket -- was slow repetitive work. Cleaning off the chicken residue was all hand work.

A: His ideas were the embryo. He motivated the sons and they went to town on this and they (made the Egomatic) machine successful...

F: All four brothers assisted. We were not successful farmers.

A: But, we were proud.

F: To come up from meager circumstances and establish a successful business.

K: Both of these guys are proud of the contribution they made to the company. Both of them poured their lives into this.

F: New Zealand, Germany, South Africa -- we've been all over.

K: My grandfather worked hard all of his life.

F: He motivated, persevered. He wanted to better his mind. He was a very generous man. He gave to charity.

K: If he were here, he would never speak of that. He was intensely private about his benefactions.

F: His motto was: *A word spoken is like an egg broken, it can not be made unbroken nor can the word be made unspoken.*

K: He lived by that. Another folk saying he liked was: *Without the rooster and without the hen, the Egomatic would not be worth a yen.*

A: He worked on an automatic manure spreader -- that didn't work out. He patented a rubber button in the 20s. It was made of white semi-hard rubber. It was to sew on long-johns so they wouldn't get caught on the ringer. The usual white bone button would break all of the time.

F: We used to watch him occasionally. He didn't shoo us away.

F: The idea was to enhance the line. We debated and decided whether or not to make a change. The machine was always improved upon, refined for more capacity and accuracy.

A: They're still manufacturing the machine

WHO'S WHO in the VALLEY

The Niederer Family:

Founder of Egomatic put area on world map

The builders did not know the uses to which their work would descend; they made a new house with the stones of the old castle; year by year, generation after generation, they enriched and extended it; year by year the great harvest of timber in the park grew to ripeness; until, in sudden frost, came the age of Hooper; the place was desolate and the work all brought to nothing; Quomodo sedet sola civitas.

-- Evelyn Waugh,
Brideshead Revisted

By Karl Niederer

The Niederer family traces its roots back at least 13 generations, to a small farming village in German-speaking eastern Switzerland called Speicher, in the mountainous dairy country of the canton (state) of Appenzell.

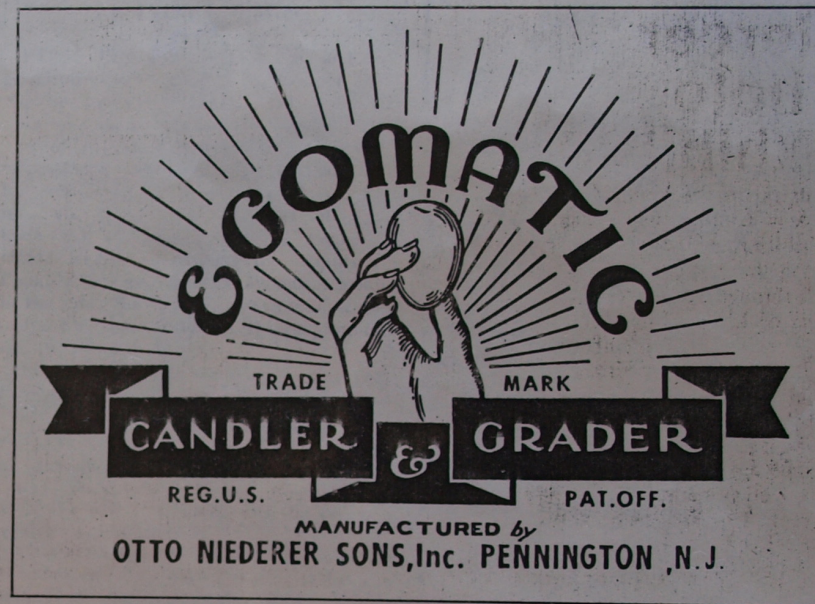
The family probably practiced the occupation of most Appenzellers -- farming -- for several hundred years. At



the New World. The three eldest arrived at the turn of the century at Ellis Island, and soon each established himself in the dairy business in northern New Jersey. The fourth son headed to Brazil, working for a time in that country's cattle-raising industry. The youngest son, Otto (1890-1978) arrived at the Port of New York in November 1910, carrying all of his possessions in a small handbag.

Otto resided with his brothers in New Jersey during his first few years in the United States. Trained in Switzerland as an embroiderer, however, he did not follow them into the dairy business, but took employment with a Union City embroidery manufacturer. Otto learned well the trade skills of mechanic and engineer during his years in the embroidery business. There he produced exquisite embroidered ribbon and clothing, including the wedding dress of his wife, Katherine Behnke (1892-1980), whom he married at Paramus in March 1915.

As early as 1913, however, Otto felt a calling back to the land, to the ancestral occupation of farming, and began to actively seek a place in New Jersey to call his own. By 1914 he had found a suitable farmstead in what is now Washington Crossing State Park, at the site of the Open Air Theatre. He and Katherine moved there shortly after their marriage, and they began a small dairy, and later, a poultry and truck-farming operation.



the cattle, under-insured, were condemned. Thus lost was the family's chief source of income and with it, eventually, the farm. The state ultimately assumed ownership of the property in the late-1930s, and the family moved to temporary quarters closer to Titusville.

During the last years on the farm, Otto and his sons set to work on developing some ideas for mechanical egg-weighing devices. Several prototypes were made, each experimenting with different means for performing the delicate task of moving eggs.

By 1939, they had produced a model that could "candle" (i.e., inspect for cracks or blood spots) and weigh 10 cases of eggs (3,600) per hour, a phenomenal speed at the time. The family's egg grader attracted wide interest throughout New Jersey, which then boasted a large

worldwide market for its products and its peak of profitability. With innovative engineering and careful quality control in production, its largest machines could candle, weigh and pack more than 100 cases of eggs per hour (360,000). Although competing with some larger domestic and foreign manufacturers for market share, the firm received a Presidential award for success in exporting its products.

By 1980, the influence of Otto Niederer's children in the firm's operation began to wane. The family's eldest, Herbert, died in that year, and second son Otto had passed on six years earlier. Younger sons Arthur and Floyd, and their brother-in-law Rudolph Beitzel, all approached retirement. But each of them had in his own way seen and met the

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Otto and Katherine Niederer, circa 1915.

least nine generations were born, married, and died within a 30-mile radius of the ancestral home.

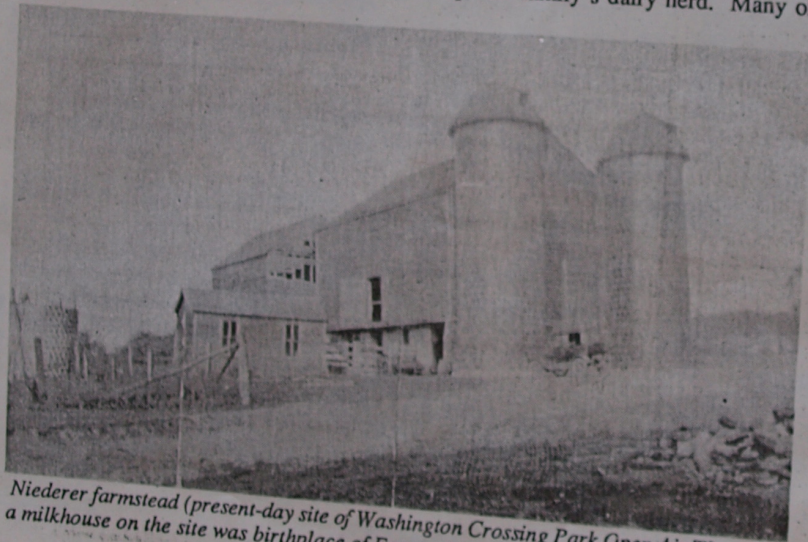
The last generation of the family born in Switzerland was raised in a resort village called Gais. There, Adullam Niederer (1839 - 1912) had abandoned agriculture as a profession, and instead operated a small hotel and bakery which catered to tourists from Germany and England. But none of his five sons -- (in order of birth) Jakob, Hermann, Albert, Emil, or Otto -- followed in his footsteps.

In the 1890s and early-1900s, all five sons of Adullam Niederer joined a large migration of Swiss families seeking to find opportunities for jobs and homes in

operation. The couple raised a large family. Between 1916 and 1931 they had eight children, five of whom survived to adulthood: Herbert, Otto, Arthur, Norma and Floyd. On the farm, the children learned the hard, dawn-to-dusk labor of an era when mechanized farm equipment and electrical appliances were not in common use. They attended local public schools and went to Sunday School classes at the Titusville Presbyterian Church.

Otto was at heart an enterprising farmer, trying to improve his farm in spite of economic adversity. He envisaged a profitable future, particularly in dairying and cattle, and invested heavily in capital improvements. As his sons reached maturity, they joined him in the fields. When not farming, Otto spent time tinkering with machinery in his barns. The 1920s and 30s were a time of struggle for the family, but there was consolation in the fact that, despite a scarcity of money, there was plenty of food right on the farm.

The dream of a large, successful farming business began to fade in the late-1920s, after a tuberculosis epidemic swept the family's dairy herd. Many of



Niederer farmstead (present-day site of Washington Crossing Park Open Air Theatre); a milkhouse on the site was birthplace of Egomatic, circa 1935.

New Jersey, which then boasted a large and profitable poultry and egg industry.

The success of the new machine led the family to establish a new business in 1940, Otto Niederer Sons, Inc., trading under the name of Egomatic. The company established a manufacturing plant in a converted canning factory (still existing) at the northern end of Titusville's River Drive. Otto elected not to take an office in the new corporation, turning the administrative reins over to his sons Herbert and Otto.

Within two years, the fledgling business was forced to convert its enterprise from egg-handling to defense production, as the nation armed itself for the Second World War. During the war years, 1941-45, Egomatic transformed itself into "Rivomatic," and developed equipment for sorting aircraft rivets and weighing projectiles. The firm moved into new and larger quarters at Washington Crossing, in a converted dance hall originally known as the "Log Cabin" (destroyed in the 1970s).

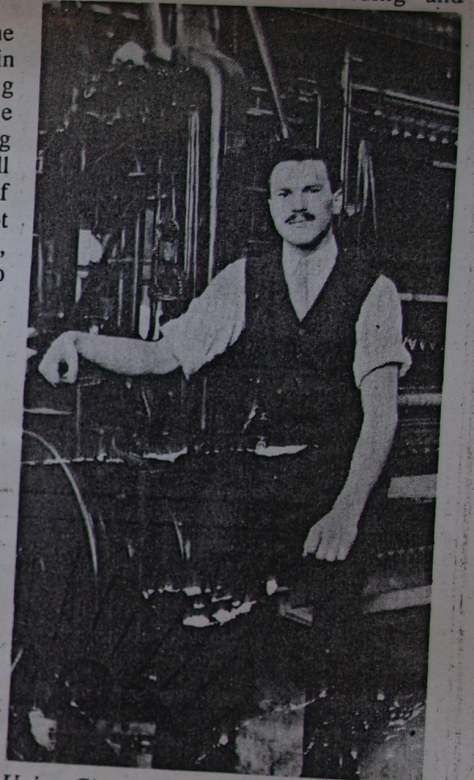
Rivomatic employed a number of local women while the men were off in uniform, including Otto's two younger sons, Arthur and Floyd, who served with the Marines in the Pacific. The firm received steady government contracts in support of the war effort, which helped to fuel its postwar expansion.

Resuming its identity as Egomatic in the late-1940s, egg-handling equipment production picked up where it had left off. Sons Floyd and Arthur rejoined the firm, together with their sister's husband Rudolph Beitzel. During the next 30 years, the family firm developed a succession of larger, more efficient machines, not only for candling and grading eggs, but for dry-cleaning them, placing them in cartons, and counting them.

The postwar success of the enterprise led the business to construct its third factory in the early-1960s, a new, modern production facility on Route 31, near Pennington. At this site, the firm enjoyed its halcyon years.

By the late-1970s, Egomatic achieved a

challenge of his era. building and



Union City, NJ, 1912 -- at the controls of embroidery manufacturing equipment.

maintaining a line of automated egg handling equipment suited to the needs of the poultry industry in the United States and abroad.

The final chapter of Egomatic's history was left to be written by another generation. In the 1980s the firm's leadership, lacking engineering acumen, attempted unsuccessfully to meet the challenge of the electronics and computer age. The decline was precipitous, viewed against the backdrop of the preceding 40 years of success; from its 1979 peak the firm collapsed into bankruptcy and liquidation in seven short years.

Despite its fate, Egomatic represented an important part of the economic and historical landscape of Hopewell Valley during the 20th century. For 40 years the firm provided secure employment to