



## Cambridge bracket company holding up well with lots of orders

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CAMBRIDGE -- Simon Fallows messed with a good thing, with surprisingly good results.

He stepped down as the head of his company in early 2007, brought in a new chief executive officer, changed the firm's focus -- and its name -- and let go of half of his staff.

The drastic moves worked.

His company, Mediamounts, has grown its revenues from \$2 million in 2003 to \$4 million last year. And after booking a record number of new orders in January, the Cambridge manufacturer of monitor supports and brackets is on pace to smash through last year's sales figures.

It has also expanded its staff to 30 and plans to hire more.

As Fallows explains, the changes he made were not due to slumping sales. The business, incorporated in 1996 as The Bracket Co., had won lucrative contracts to install computer monitor mounts for all CIBC bank branches across Canada. It also supplied computer screen supports for checkouts at Canadian Tire and Tim Hortons.

Chances are, if you see a display screen suspended from a ceiling or mounted to a wall at Pearson International Airport in Toronto, it's being held in place by one of the company's brackets.

These are just a few examples of the large projects The Bracket Co. secured after Fallows, 37, bought the business in 1996.



Simon Fallows at mediamounts with one of the Cambridge company's bracket products.

It had previously been a small part of PAS Design, his father's engineering firm in Cambridge.

"Having three or four large projects is good, but they require a lot of time and it means the business fluctuates," Fallows says.

"I wanted to focus 75 to 80 per cent of the business on the health-care business and on a product that is repeatable."

In other words, he didn't want to rely on one or two large projects that required a custom-designed product and would account for the majority of the firm's revenues.

He wanted one product that he could sell to any number of health-care customers.

The transition wasn't without its sacrifices and uncertainty.

After all, Fallows has enjoyed success providing brackets to retail customers for years.

And he was no longer the man in charge after he brought in Brad Chitty to become the chief executive.

"I had to let go of the company," says Fallows, now the firm's president. "It's a hard decision because you wonder, 'How much do I let go?'"

But the transition paid off because there is a growing market that needs to be served.

Just as The Bracket Co. cashed in on the conversion to flat-panel screens from conventional monitors, Mediamounts is cashing in on the conversion of the health-care system to what is known as e-health.

As Fallows sees it, thousands of hospitals and health-care facilities across North America are bringing massive parts of the antiquated health-care system into the digital age. Health records are now digitized and stacks of paper are becoming a thing of the past.

X-rays are no longer being reproduced on film. Operating rooms are being equipped with monitors that allow surgeons to see their patient's internal organs.

All of these changes require brackets, supports and mounts for monitors, computers, keyboard and mice. And this is where Mediamounts is logging all of its new business.

The company recently moved to new digs on Raglin Road in Cambridge, next door to a machine shop where its products are made.

Fallows says he sees bright days ahead, even with today's uncertain economy.

"I don't want to be comfortable. I want to be challenged."

**Mediamounts**

Address: 95 Raglin Rd., Cambridge

Phone: 519-621-1771

Employees: 30

Web: [www.mediamounts.com](http://www.mediamounts.com)



<http://www.cambridgereporter.com/news/article/164529>



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