

# Outlook: New Jersey

Business Profiles

## Breathing Easy

### PNC's Agility Bolsters Tri-Dim Filter Corporation

Getting to the core of a problem has been Tri-Dim® Filter Corporation's business for over 35 years. Founded by current chairman and CEO John Stanley, Tri-Dim initially created filtration products for challenges such as controlling particle contamination during the painting process on automotive assembly lines. And as its customers' needs diversified, Tri-Dim's flexible approach to solving problems enabled remarkable growth and an expanded focus.

Today, Tri-Dim is a leading provider of clean air solutions, offering a breadth of products and services to an array of industries. The company recently began working with an equally innovative and dedicated leader in the financial services industry: PNC Bank, National Association.

### The Institutional Mindset

Prior to earning Tri-Dim's business, PNC Bank spent several years studying the company's industry, observing its style of doing business and talking to its management team. Over the course of time, however, Tri-Dim's former bank underwent a series of changes. It seemed to shift from being a financial partner to becoming an administrator of institutional policy.

"Our former bank became way too institutionalized," says Darren Hernandez, Tri-Dim's president, COO and CFO. "They were trying to take a square peg and make it round versus figuring out how to make a square hole within their system to support our organization. During this period, the PNC team was taking the time to learn our business and formulate flexible solutions for our evolving needs. We were impressed with every aspect of their work. Ultimately, the decision to switch banks was an easy one."

### Back to the Future

The PNC team's extensive research, experience and persistence prepared everyone to hit the ground running once the relationship with Tri-Dim was official. From implementing solutions to optimize operations, which included introducing



**From left to right:** John Stanley - Chairman and Chief Executive Officer; John Prol - Relationship Manager; Brian Clark - Sales Manager; Wendy Blacher - Vice President, Credit Manager; Orlando Esposito - Market Executive, Corporate Banking; Darren Hernandez - President and Chief Operating Officer

PNC's national lockbox network and a purchasing card solution, to increasing Tri-Dim's working capital line of credit in rapid response to a growth bubble, the PNC team wasted no time demonstrating its understanding of Tri-Dim's goals.

"At PNC, we bring more than targeted ideas to the table. We bring the capacity to execute as a team of trusted advisors on behalf of Tri-Dim," says Orlando Esposito, market executive, corporate banking.

The team's ability to quickly react to a rapidly changing business environment, coupled with its grounded approach to assessing opportunities, earned praise from Tri-Dim's executives almost immediately.



Tri-Dek Panel

"PNC's approach is refreshing because the team offers solutions that stem from a clear understanding of our industry, our customers' needs and the best way to fulfill those needs," says Hernandez. "Customers do business with individuals, not institutions. In my mind, PNC Bank is Orlando, John, Wendy and Brian. We are thrilled to be dealing with people who want to understand and support our business."

"We value being able to partner with PNC because, in our business, it's not always about hearing 'yes.' Sometimes it's simply about getting an opinion," says John Stanley.



For more information about PNC's business and financial services, please visit [www.pnc.com](http://www.pnc.com), or call Orlando Esposito, Market Executive, Corporate Banking, at 732-220-3440.