

East Pattern molds plastics in new Fairport location

Alan Morrell 10:59 p.m. EST January 5, 2014



(Photo: Mike Bradley)

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East Pattern & Model Corp. started a year before the movie *The Graduate* came out. There are similarities, so bear with us.

A character in the 1967 movie tells Dustin Hoffman's character about a great future in plastics. East Pattern founder Warren Kellogg heeded the advice.

East Pattern started as a foundry, where metal is melted and poured into molds, back in 1966. Kellogg soon switched over to injection molding to complement the existing business. As the [company website \(http://www.eastpattern.com/\)](http://www.eastpattern.com/) states, "He sensed that plastic was the direction the industry was moving."

He was right. The business has been around for 48 years and recently moved its operations to Fairport.

The company also makes its own tooling, provides secondary assembly and helps customers with design, prototypes and product development.

"We make plastic parts for Xerox that go into copiers," said Rosario Gaglianese, East Pattern's vice president of operations. "We make plastic parts for the medical field."

East Pattern's molding capabilities include injection molding, insert molding and [reaction injection molding \(http://encyclopedia.thefreedictionary.com/Reaction+Injection+Molding\)](http://encyclopedia.thefreedictionary.com/Reaction+Injection+Molding), or RIM. Thefreedictionary.com [defines \(http://encyclopedia2.thefreedictionary.com/reaction+injection+molding\)](http://encyclopedia2.thefreedictionary.com/reaction+injection+molding) RIM as a "process in which two streams of highly reactive, low-molecular-weight, low-viscosity resin systems are combined to form a solid material." Gaglianese described the procedure as "two chemicals coming together to make stronger plastics."

That process makes for thicker plastic products, Gaglianese said. Car bumpers and dashboards are among the products made via RIM at East Pattern, he said, as well as a rifle frame for Crosman Corp.

RIM tooling is much cheaper than injection molding, so large products can be launched more quickly and less expensively. RIM is the top choice for high-temperature resistance and insulation applications, according to East Pattern, and is used for foam in seating for vehicles like motorcycles, all-terrain vehicles, tractors and snowmobiles.

Thermoplastic injection molding is used for items ranging from small medical components to large heating-ventilation-air conditioning components. Insert molding is a process in which parts like electromechanical components and filtration materials are molded over bushings — essentially, linings — and combined into a single component. That process results in lower costs, reduced size and weight, and increased reliability, according to the industry's trade publications.

East Pattern also has computer-controlled automated machine tools like mills and lathes for production parts, prototypes and tooling. The company provides "downstream machining" on molded components and does finishing work for customer castings. The in-house moldmaking provides customers speed and flexibility to develop projects and make engineering changes with high levels of control at the lowest possible cost, according to the company website.

Kellogg, East Pattern's president as well as founder, was a pattern maker at Gleason Works when he got the idea to start his own company, Gaglianese said. He's never looked back.

"He started doing jobs out of his garage, and here we are ... years later," he said.

The company now has 20 employees and is "looking to bring on or two more," Gaglianese said. Six months ago, East Pattern moved from two buildings on Saginaw Drive in Henrietta to one consolidated facility on North Main Street in Fairport. The company occupies 23,000 square feet, about half the space in the building, Gaglianese said.

Alan Morrell is a Rochester-based freelance writer.

East Pattern & Model Corp.

Founded: 1966

Location: 75 North Main St., Fairport

Executives: The company owners are Warren and Michelle Kellogg and Mark Landers. Warren Kellogg is president; Michelle Kellogg, Landers and Rosario Gaglianese are vice presidents.

Employees: 20

Website: www.eastpattern.com (<http://www.eastpattern.com/>)

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