



Empire Level Fact Sheet

Founded:	1919
Owners:	Empire Level Mfg. Corp. is privately owned by the Ziemann family, as it has been throughout its history.
Products:	Empire Level is the leading designer and manufacturer of levels, squares, layout tools and caution tape in the United States with dominant market share in the retail, contractor and "Do-It-Yourself" markets
Patents:	As the inventor of the modern level, Henry Ziemann, the founder of Empire Level, started a revolution in the industry. In its first three years, Empire created the adjustable level with interchangeable and replaceable vials. They followed this first success with a series of innovations: the torpedo level, the mono vial, the magnetic level and the first extruded aluminum rafter square. The company also introduced top read levels, Monster vials, interlocking T-Squares and invented the snap-in vial. They currently hold more than thirty active patents, including True Blue® vials with guaranteed accuracy.
Employees:	Empire Level has 300 employees working at its corporate campus in Mukwonago, Wisconsin.
Executives:	Jenni Becker, President Steve Betzler, Vice President – Sales Joe Kubacki, CFO Dave Ripplinger, VP of Manufacturing & Engineering Ged King, Director of Marketing
Countries:	Empire Level products are sold in 50 countries. Its largest markets are the United States, Canada, the United Kingdom, Australia and France.
Acquisitions:	1975 Merley Squares (squares) 1987 Peerless Level Company (wood levels) 1995 Thor Manufacturing Company (caution tape) 2000 Hempe Manufacturing (precision tools/miter boxes) 2000 Custom Plastics (advanced engineering) 2010 American Level (mahogany levels)
Private Label:	Craftsman, Mastercraft
Made In USA:	80% of Empire Level products are made in the United States.