

## SOLO Laboratories: 40 Years and the Legacy Continues

By Iris Erickson

When Barry Sokol and two other partners co-founded SOLO in 1983, he never expected it to become one of the most respected orthotic labs in the industry. His goal was to make Serve Others Love Others (SOLO) the foundation of the business, demonstrating that mindset to both his employees and customers.

The emphasis on serving and loving others resulted in SOLO becoming an enjoyable workplace while also generating a loyal customer base that continued to grow each year. Since starting in a small building with no heat or running water, SOLO now operates in a modern, partially solar powered manufacturing facility located on the former site of a baseball field that Barry mowed while growing up in Kutztown, Pennsylvania.

In order to maintain the high level of quality and service SOLO is known for and to continue providing stable jobs for the employees, Barry started transitioning the business to the next generation over a decade ago while



custom products that customers value and expect.

The skilled hands that create each custom orthotic and the friendly, knowledgeable customer service staff are at the heart of what distinguishes SOLO. Many employees

have been part of SOLO for decades and are passing on their knowledge to the more recent additions so that the tradition of excellence continues. Everyone does their part



From left: Kent Ruth, Jaimyn Westenhoefer, Barry Sokol, and Jon Naugle

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still maintaining a guiding presence. Now, the transition of day-to-day operations is complete with the company being led by Barry's daughter, Jaimyn, and two other business partners, Kent and Jon—together having 43 years of experience at SOLO.

They have embraced the challenge of carrying on the legacy that Barry established while adapting to a constantly changing marketplace and incorporating technological advancements. SOLO was the first lab in the country to bring the TOMCAT, an affordable and accurate scanning solution, to podiatrists. Now SOLO's fourth generation scanner, viSo2 with viSo ID, is the culmination of customer feedback and experience. The company's focus on innovation has allowed them to stay ahead of the curve and is something they remain committed to. They have incorporated advanced CAD software, on-site 3D printing with HP MJF printers, and LEAN manufacturing principles while still maintaining the traditional craftsmanship, personal touch, and fully

to live out the Serve Others Love Others motto, making SOLO an enjoyable place to work each day.

Despite success, SOLO has not lost sight of the commitment to their customers. They continue to provide personalized service to each client. Their team of experienced professionals is dedicated to providing the most responsive service, and they are always willing to go the extra mile to ensure customer satisfaction.

In addition to building an uplifting culture, employee physical safety is a top priority for SOLO. Over the past two years, they have formalized this priority by applying to OSHA and working towards SHARP certification. This designation is given to companies that demonstrate a commitment to safety and pass rigorous safety audits. SOLO is committed to making sure everyone goes home healthy so they can live a fulfilling life with their family and friends.

SOLO is a company that has been, and will continue to be, committed to serving others and loving others while making a positive impact in the lives of their employees and customers alike. As they continue to evolve and adapt to changes in the industry, one thing remains constant—their unwavering commitment to the services of others.

*SOLO is very thankful for their loyal customers, and if you have not experienced the difference that working with SOLO makes, try them today by calling 800-765-6522 or click here.*