

Magna Force, Inc

Headquarters: Port Angeles, WA
Company Established: 1993
Employees: 3 full time, 2 part time
Primary Business: R& D for New Technologies

Most inventors can choose to live and work wherever they want, which is exactly what lifelong resident of the Olympic Peninsula, Karl J. "Jerry" Lamb, did in 1993 when he founded Magna Force, Inc. in Port Angeles, Washington. The company's early efforts included the creation of a family of maintenance and energy saving coupling technologies that greatly extend the useful lifecycles of motors and industrial equipment. Thousands of Magna Force magnetic couplings are now in use throughout industry in several countries and by the U.S. Military.

More recent work has focused on the development of LEVX®, a Permanent Magnet Suspension System and Non-Contract Linear Drive for use in the mobility market. LEVX®, will efficiently move people and freight along a guideway, up grades as steep as 45° and around tight corners. Lamb's 8+ acre industrial site which includes fully-equipped machine and fabrication shops, as well as meeting and office space is already buzzing with activity to bring this new product to the market.

Telecommunications and computer technologies are enormously important in their R& D efforts. According to Jo Klinski, Business Manager, "Before computers, we would create multiple prototypes during product development. Now we are able to use high-end 3-D modeling programs to design and test prototypes before manufacturing the product." Using an ISDN line and Oly Pen, the local ISP, the web is used for research, communications, global marketing and shopping. A new website has been created for LEVX® (www.levx.com) and has been extremely helpful for branding. The tracking tool for website hits helps identify product interest and provides information that can be used to update the website to better meet customer needs.

Lamb believes LEVX® can help solve the world's transportation problems and he would like to start with a demonstration project right here at home. Commercializing LEVX® requires securing right of way for the guideway infrastructure, additional capital to build and maintain the system, a skilled workforce and possibly a new manufacturing facility with an adequate, clean power supply. The LEVX® transportation system will operate as self-contained units and not require a separate power supply. Creating this transportation solution and growing this innovative company in the region has its challenges but Lamb has the passion, expertise and commitment to do just that.

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