



Qual Line Fence Corporation ***Special Award - Heart of Steel***

“Owning a family business makes it possible to put your resources where your values are.” That could be the mantra of Ray Statz, the man who founded a company in Waunakee 60 years ago that is still going strong, and still providing strong fences for homes, farms, and businesses around Southern Wisconsin.

One of more than a dozen children born to farming parents, Ray wanted to pursue a different career. When the need to earn a living ended his stint at the University of Wisconsin, he turned to something he already knew how to do: building fences. Qual Line Fence Corporation was born.

The company’s values reflect its longevity: honesty, friendliness, generosity and a sense of humor. The owners take pride in the quality of workmanship, how they present themselves, and their community involvement. The company participates in the local Chamber of Commerce and Rotary Club, the Madison Area Builders Association, and Dane Buy Local. Qual Line helps with the Annual Rotary Lights and Christmas display. It is also a founding member of the American Fence Association and the North American Fence Contractors Association.

Over the years, family members have joined the business, continuing the belief that problems can be solved with imagination, persistence and the right tools and machinery. The company’s commitment to installing fences on driven steel posts is critical to efficiency, productivity and longevity, and this enables it to take on large, difficult, and unusual jobs. Qual Line has created new products such as posthole paint, tapered aluminum flagpoles, a variety of tools and parts, and the only “roll-top” welded wire fence in the U.S. Customers look to Qual Line for higher-end wood, PVC, ornamental, and custom fences and railings. On four acres in Waunakee, they have the space to purchase and store materials by the truckload, ensuring quality control and good pricing.

Rather than expanding rapidly, Qual Line has preferred to experiment, invent and invest. Many of its employees have grown old with the company, becoming valued specialists along the way. Over the past 30 years, the company has employed just 100 workers. Since 1980, annual sales have tripled and equity has grown five-fold.

Impressive to the judges was the company’s longevity and its stability in Waunakee, the community where it was founded. Judges also noted the company’s active involvement in continuous improvement of the fencing industry, striving to create unique products that make the industry safer and more efficient.

The judges named this Special Award “Heart of Steel” and it goes to Qual Line Fence Corporation, of Waunakee.

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