



For more than a decade, WRI's Sustainable Enterprise Program (SEP) has harnessed the power of business to create profitable solutions to environment and development challenges. BELL, a project of SEP, is *focused on working with managers and academics to make companies more competitive by approaching social and environmental challenges as unmet market needs that provide business growth opportunities through entrepreneurship, innovation, and organizational change.*

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TEMPES CORPORATION (A)

Analyzing a New Design Choice

(ABSTRACT)

Tempes Corporation manufactures timers, gauges, and other precision equipment used in "extreme" sports. Its products are highly regarded by enthusiasts for SCUBA diving, mountain and rock climbing, and rappelling. Since its founding in the early 1960's by two former professional divers and a mountain climber, Tempes has grown to become a leader in the market for sports equipment of this type. In addition, over the past fifteen years, the company's equipment has found an important use in scientific research. Scientists use Tempes timers, gauges, and monitors in deep sea conditions, where they are installed in diving bells and ocean-floor robotic probes, as well as in severe climates, such as on the Antarctic continent. Located in western Massachusetts near the Berkshire mountains, Tempes Corporation has built a solid reputation as a maker of high-quality specialty products that appeal to the professional and true connoisseur.