

# RUST AUTOMATION & CONTROLS

50 Years in the Making (1976–2026)



## MORE INFO

(800) 772-0878  
sales@rustco.com  
www.rustco.com



# Prologue: Why This Work Matters

Much of what keeps everyday life running goes unseen.

Most people never think about the systems that keep everyday life running.

Clean water flowing from a tap.

Reliable energy powering homes and businesses.

Food produced safely and efficiently.

Materials mined, processed, and delivered to build the world around us.

Behind all of it are complex industrial systems that must operate reliably, every day.

Rust Automation & Controls exists to support those systems, and the people who depend on them.

Across industries like water and wastewater, energy, manufacturing, mining, food and beverage, pharmaceutical manufacturing, and critical infrastructure, Rust helps businesses stay in business. By providing the right equipment, applied the right way, at the right time, we help customers operate safely, efficiently, and responsibly.

## THE PEOPLE BEHIND THE SYSTEMS

But this work is not done by systems alone. It's done by engineers who design solutions with care, technicians who show up in the field when it matters, sales teams who listen before recommending, and support staff who keep everything moving behind the scenes. It's done by people who take pride in their work and understand the responsibility that comes with it.

In water and wastewater facilities, that means helping communities protect and clean one of their most essential resources.

In manufacturing and processing plants, it means keeping production running and people safe.

In energy, mining, and infrastructure, it means supporting systems that millions rely on, even when they're never seen.

In pharmaceutical manufacturing, it means enabling precise, controlled processes that support product quality, compliance, and patient safety.

Much of this work happens quietly, behind the scenes. But it matters. When these systems work, communities function, industries move forward, and everyday life continues uninterrupted.

---

**Supporting the systems, the science, and the people. That makes everyday life possible.**

---

For 50 years, Rust Automation & Controls has been proud to play a role in that work, built on trusted relationships, shared expertise, and the people who make it possible.

# Five Decades of Growth



## 50 Years of Trusted Automation



### 1976 — Where It All Began

Founded on relationships, technical expertise, and doing things the right way.

### 1980s — Building the Foundation

Growing alongside customers as industrial automation expanded across the region.



### 1990s — Expanding Capabilities

Instrumentation and process control take center stage as industries evolve.

### 2000s — Technology Accelerates

Smarter systems, digital tools, and a growing team shape the next era.



### 2010s — Growing from Within

Investment in people, partnerships, and long-term customer success.

### 2020s — Looking Forward

Expanded services, modern systems, and the same values guiding what's next.



# 50 Years in 60 Seconds

Founded in 1976 by entrepreneur and engineer Dale Rust, Rust Automation & Controls has grown by staying focused on what matters most: trusted relationships, technical expertise, and doing the work the right way.

As technology evolved and industries changed, Rust adapted, helping customers navigate complexity while remaining a steady, reliable partner for five decades.

Built on relationships. Proven through time.

# 1976 — Where It All Began

Founded by engineer Dale Rust, the company began with a simple focus, building trust by solving real problems the right way.

Rust Automation & Controls was founded in 1976 by Dale Rust shortly after graduating from Kansas State with Bachelor of Science degrees in Mechanical Engineering and Business Administration.

After completing his education, Dale and his family moved from the Midwest, originally from Kansas, to Utah, bringing with him not only technical knowledge, but a belief in integrity, reliability, and long-term relationships. In the early days, the work was hands-on and personal.

Dale worked closely with customers, listened carefully to their challenges, and delivered practical solutions built to last. Growth wasn't the goal, trust was. That mindset became the foundation of the company.



Built by a business-minded engineer. Grown through relationships.

# 1980s — Building the Foundation

As automation expanded globally, Rust focused on consistency, relationships, and dependable technical support.



The 1980s were a time of industrial growth and modernization. Automation became more common, manufacturing evolved, and technology began moving faster. Through it all, Rust stayed grounded, supporting customers through change by being a steady, reliable presence.

Rather than chasing trends, the company focused on deepening partnerships and expanding technical knowledge. The foundation built during this decade supported long-term growth and lasting customer relationships.

As technology advanced, trust remained the constant.

# 1990s — Expanding Capabilities

With smarter systems and increasing complexity, Rust became a trusted technical advisor, not just a supplier.

The 1990s brought new levels of connectivity and sophistication to industrial systems. Computers became standard, data played a larger role, and automation required deeper technical understanding.

Rust expanded its capabilities in instrumentation and process control, helping customers apply new technology in practical, real-world ways. The company's role evolved, from providing components to serving as a knowledgeable partner customers relied on for guidance and solutions.



Making complex systems work in the real world.

# 2000s — Technology Accelerates

As automation sped up, Rust helped customers adopt new tools without sacrificing reliability.



The pace of change accelerated in the 2000s. Digital systems and integrated solutions became the norm, and expectations rose quickly. Rust embraced innovation, but always with purpose.

New technology mattered only if it worked reliably in the field. By combining hands-on experience with technical expertise, Rust helped customers navigate rapid change while reinforcing the long-term partnerships that had defined the company from the beginning.

Faster technology. Steady relationships.

# 2010s — Growing from Within

Rust invested in people, culture, and partnerships to support long-term success.

The 2010s were defined by intentional growth. As industries continued to evolve, Rust focused on strengthening its internal teams, developing talent, and refining how it supported customers.

Investment in people and culture became a key differentiator. The values established decades earlier, collaboration, expertise, and accountability, continued to guide the company through a changing landscape.



Growth driven by people.

# 2020s — Looking Forward

With expanded services and modern systems, Rust continues building for the future, guided by the same core values.

Today, Rust Automation & Controls brings together decades of experience, modern tools, and expanded services to meet today's challenges. While technology continues to evolve, the principles that guide the company remain unchanged.

A key part of that commitment is the company Rust keeps. Rust partners only with manufacturers and technology providers that meet the same high standards of quality, reliability, and long-term thinking. These partners are leaders in their fields, organizations known for engineering excellence and proven performance in real-world applications.

As Rust looks ahead, the focus remains on building what's next, supporting customers, strengthening partnerships, and carrying forward the vision that started it all, alongside vendors who share that same commitment to doing things right.



50 years strong, and just getting started.