

Chooch Enterprises

**Chooch**  
ENTERPRISES INC.



A History

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## Model Railroading Unlimited

**1974**

Mike O'Connell starts Chooch Enterprises in Glendale, California. Chooch's first endeavor was a 30 minute promotional film entitled "Model Railroading Unlimited" for Kalmbach, publisher of Model Railroader magazine. It is a wildly successful film and winner of 17 international film awards.



Here's Mike with the chorus line of "Model Railroading Unlimited". "MRU" is still available today on DVD.



Model Railroading Unlimited



Model Railroading Unlimited



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## First "International Headquarters"

**1974**

Like many start-up companies, Chooch starts out in a garage, our first "International" headquarters. . (photo by Bruce Blalock)

*Chooch Enterprises*



*First International Headquarters*

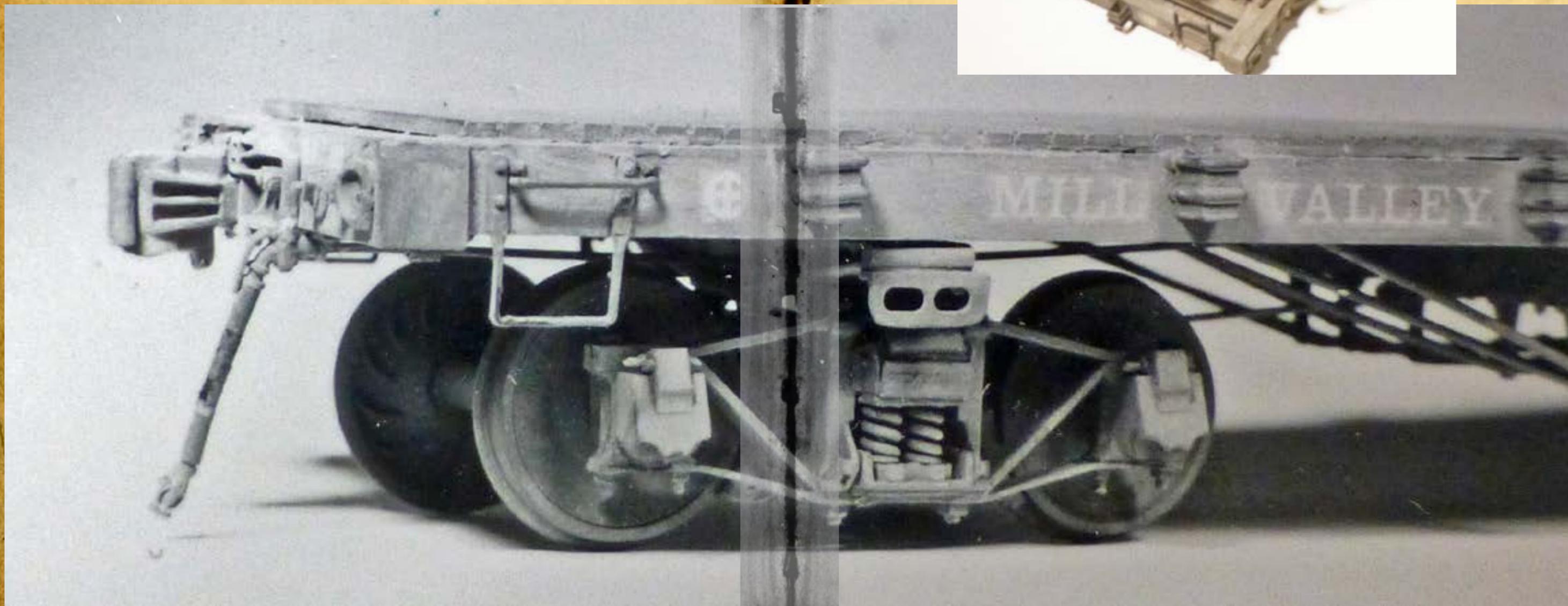
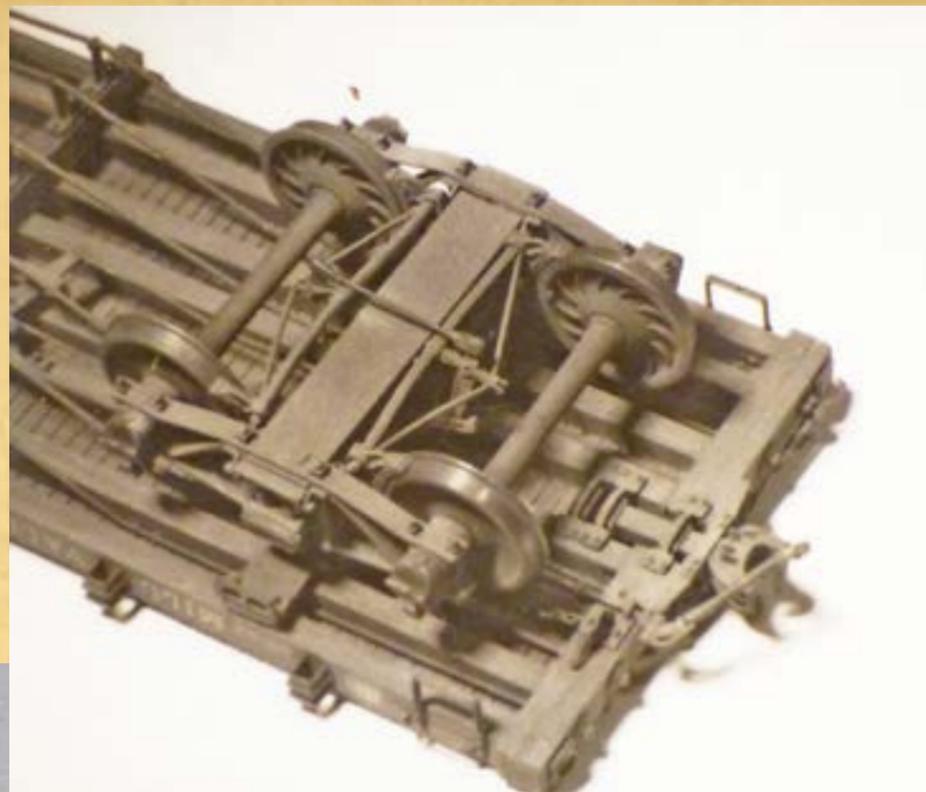


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## First Model Products

**1975**

Mike's first love was model trains. Chooch's first products were highly detailed brass trucks and rolling stock details in O and P-48 scale. These highly detailed products were very accurate, precise models.



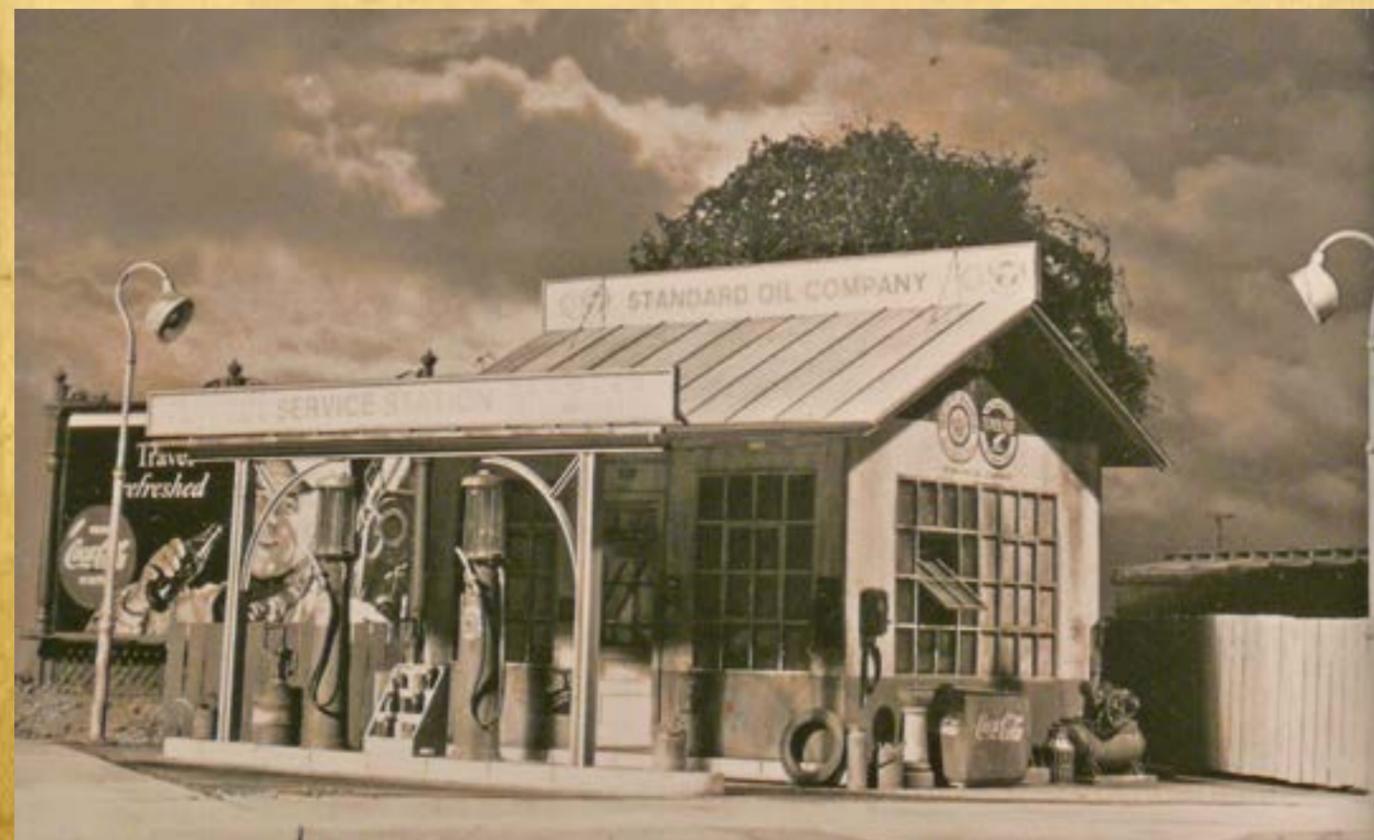
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## First Model Products

### 1976

Mike O'Connell's second love is early 20th century American architecture. For many years, he was looking for a process to replicate highly details model buildings. By the mid- 70's, his lifelong friend and mentor Al Armitage introduced Mike to a new polyurethane casting method. The new process would replicate the detail and precision needed for miniature architectural models. With this new world opening, Chooch became the first company to offer polyurethane resin products in the model railroading hobby.

Chooch's first polyurethane kit was the Country Store in O scale.



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## White Metal Detail Products

**1977**

After pioneering resin products, Chooch created a line of white metal products in O and HO scale. Our kits needed highly detailed features to complete the “looks” of our kits.



# White Metal Detail Products



White Metal Detail Products



White Metal Detail Products



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## Resin Scenery Products

**1978**

Chooch realizes the tremendous need for scenery products, such as tunnels and support walls for the hobby. Resin allowed Chooch to make these products in all scales.



# Resin Scenery Products

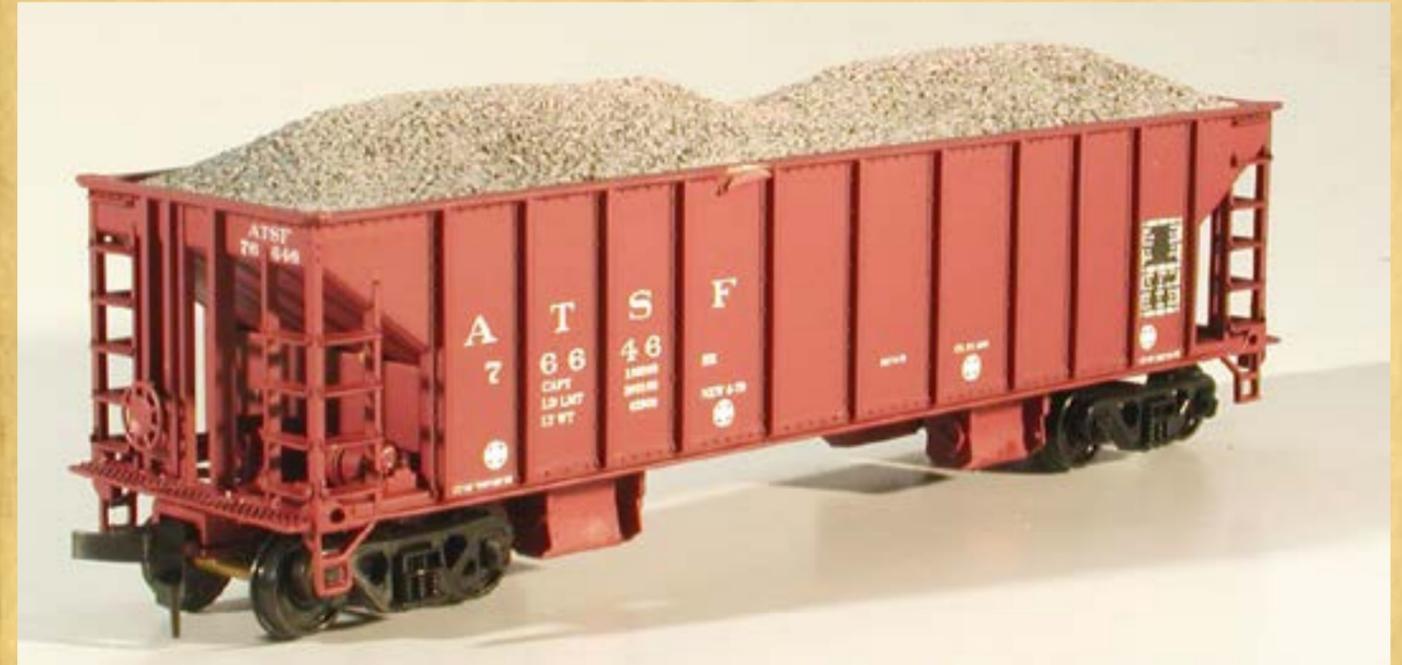


# Resin Scenery Products



## Resin Scenery Products

Over the years, Chooch has made 100's of loads to fit into specific hoppers, gondolas and flat cars in HO and N scale.

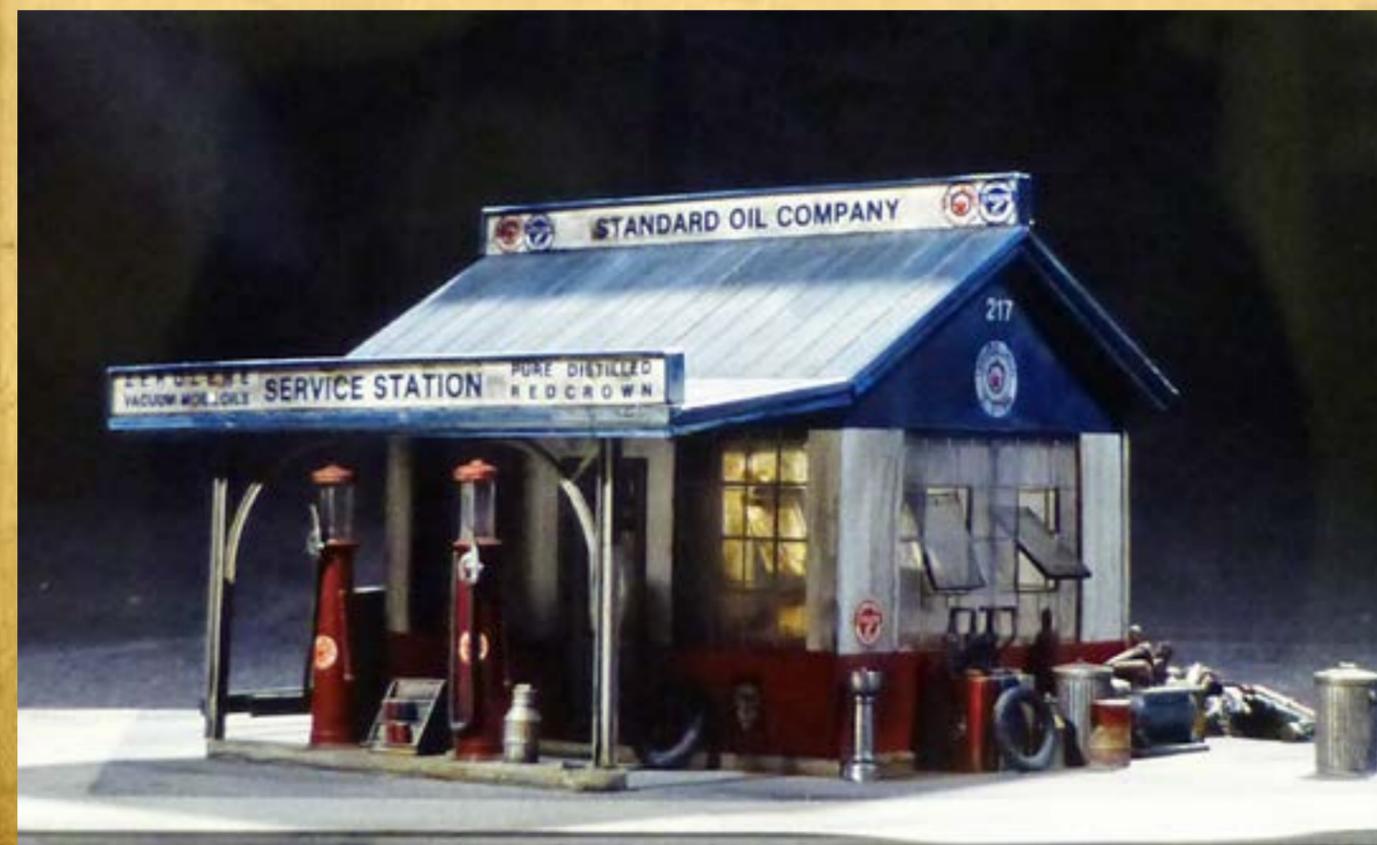


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## Move to Redmond and more Building Kits

**1980**

Chooch moves to Redmond, Washington. It was our first real factory location! Over the next 5 years, we announce several O, HO and N scale buildings.



# Move to Redmond and more Building Kits



Move to Redmond and more Building Kits

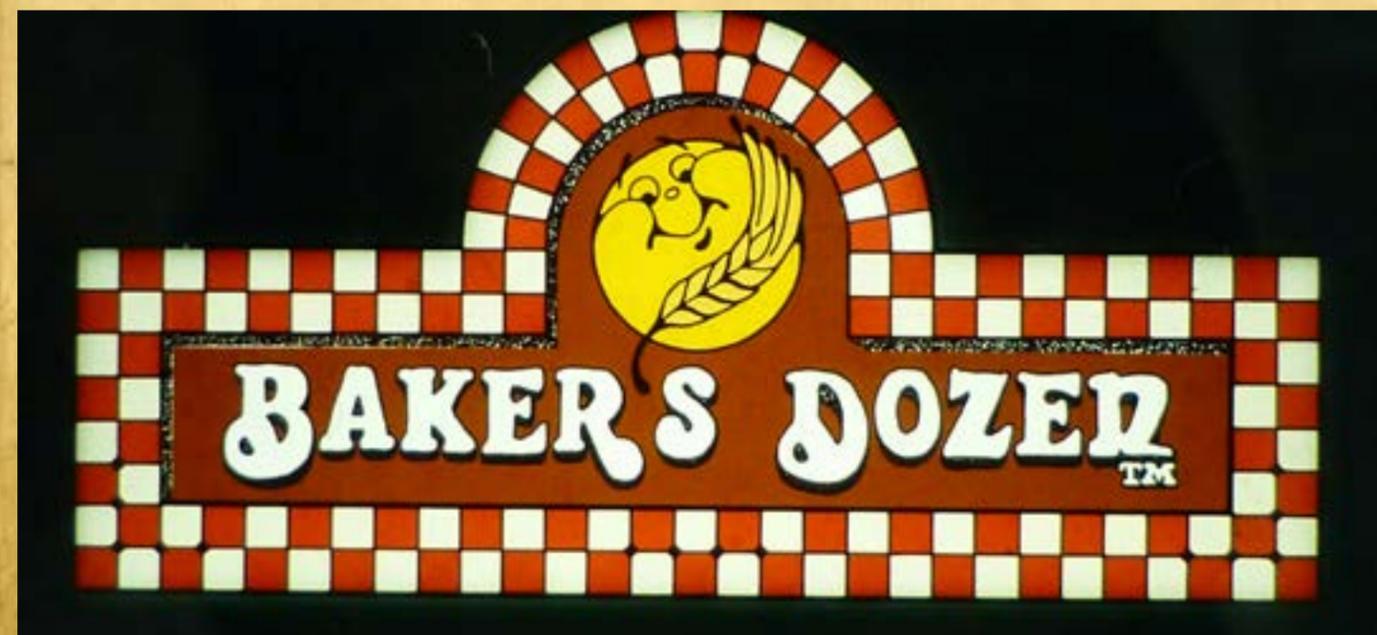


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## “Baker’s Dozen” Christmas Ornaments

1982

Chooch creates the (short lived) “Baker’s Dozen.” Geared to the craft business, it was a resin line of hand crafted, easy-to-paint Christmas ornaments.



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## O -Scale Freight Car Kits

### 1984

Chooch creates our first O scale freight car kits in polyurethane.



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## Michael's Limited

### 1987

Chooch takes a totally new direction by creating Michael's Limited. Over the next 10 years, Michaels would become a leader in hand-crafted architectural wall décor in the gift and decorative accessory industry. With a workforce of over 135, Michael's was one of the last manufacturers to hand-make gift products in the United States. Under the brand name, Brian Baker's Déjà Vu and Summer Breeze Collection, Michaels sold tens of thousands of hand painted Victorian-themed wall décor.

Throughout the Michael's period, the Chooch hobby line continued under the leadership of Glen Wong. The Chooch tunnel and load scenery line was still being made during the Michael's period.



Michael's Limited on display at the New York Gift Show.



### 1987

With Mike needing to devote all his time to Michael's, he sells the O scale parts, structure and freight car line to Berkshire Valley Models of Massachusetts. In the same year the HO/N scale building and white metal line sells to Des Plaines Hobbies.

### 1997

Michael's Limited division is sold. At the same time, the Chooch scenery line moves to Woodinville, WA. Mainly due to the technological boom, it was difficult to find manufacturing labor in the Pacific Northwest.

### 1998

Chooch opens our first resin factory in Taiwan, making our line of scenic details and loads.

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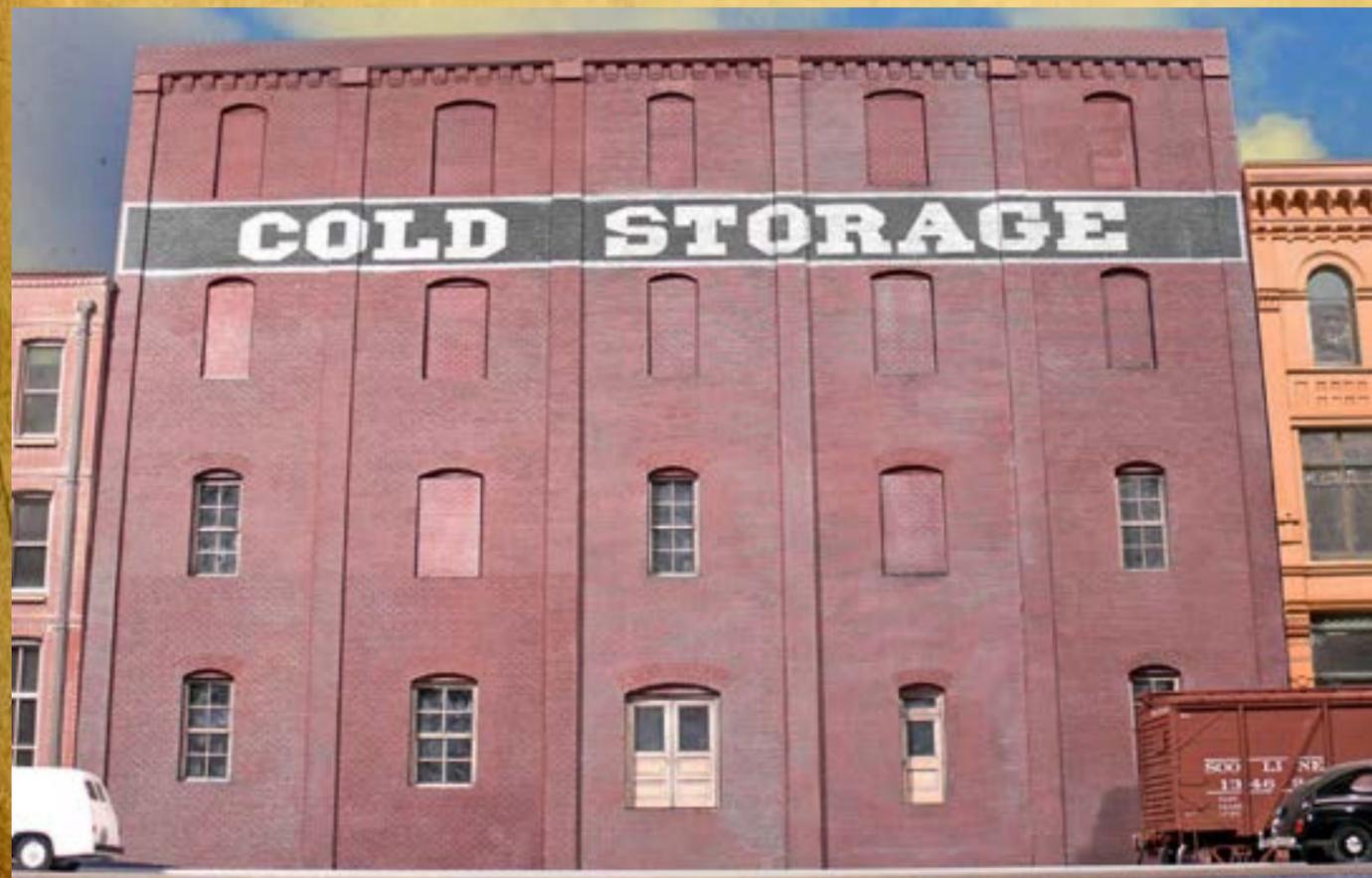
## Ultra Scale II Models

**1999**

Chooch starts Ultra Scale II Models, a new division making O scale rolling stock and architectural models. All made in the USA, it sells limited-production O scale products directly to the consumer.



# Ultra Scale II Models



Ultra Scale II Models



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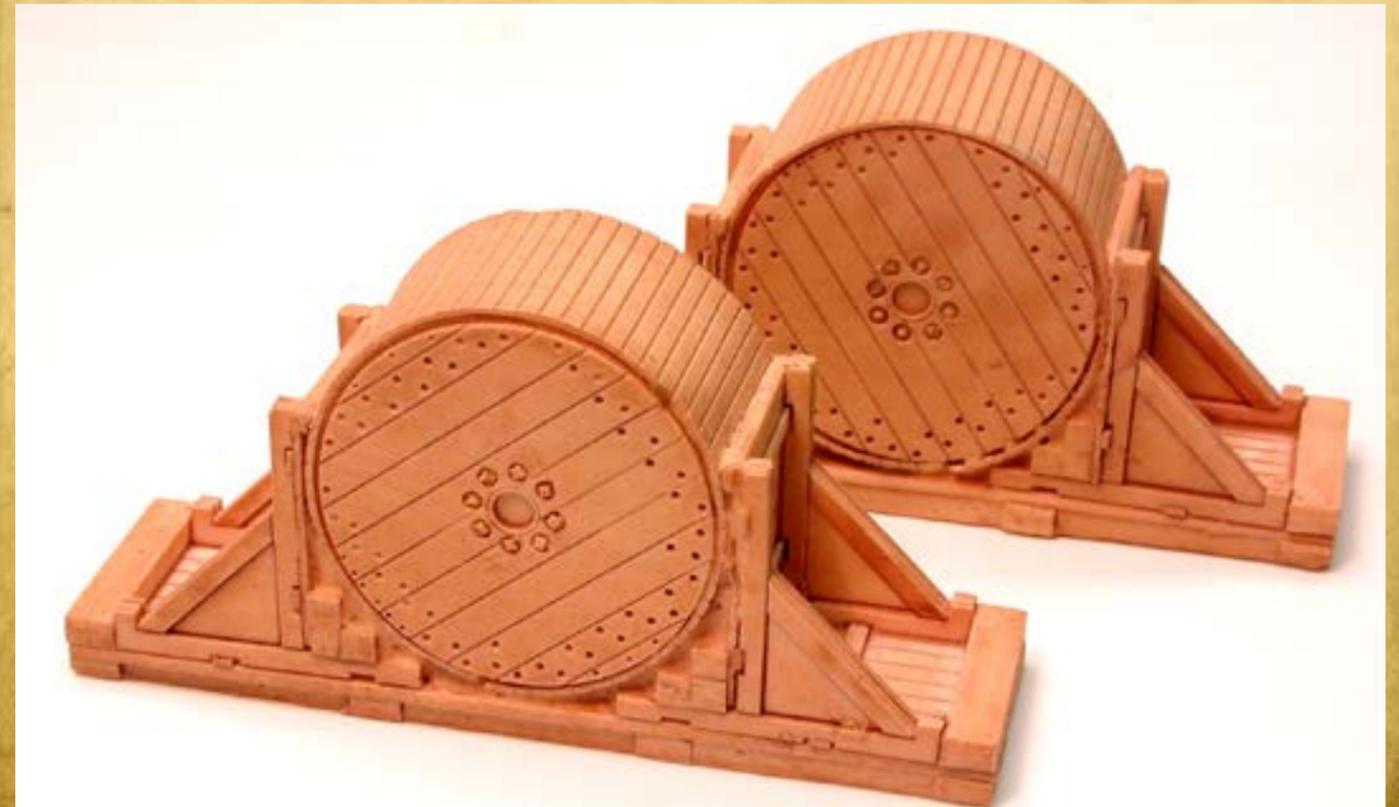
## New Line of HO Loads

**2004**

In 2004, Chooch moves to a new warehouse in Maple Valley, Washington and announces a whole new line of HO loads.



New Line of HO Loads



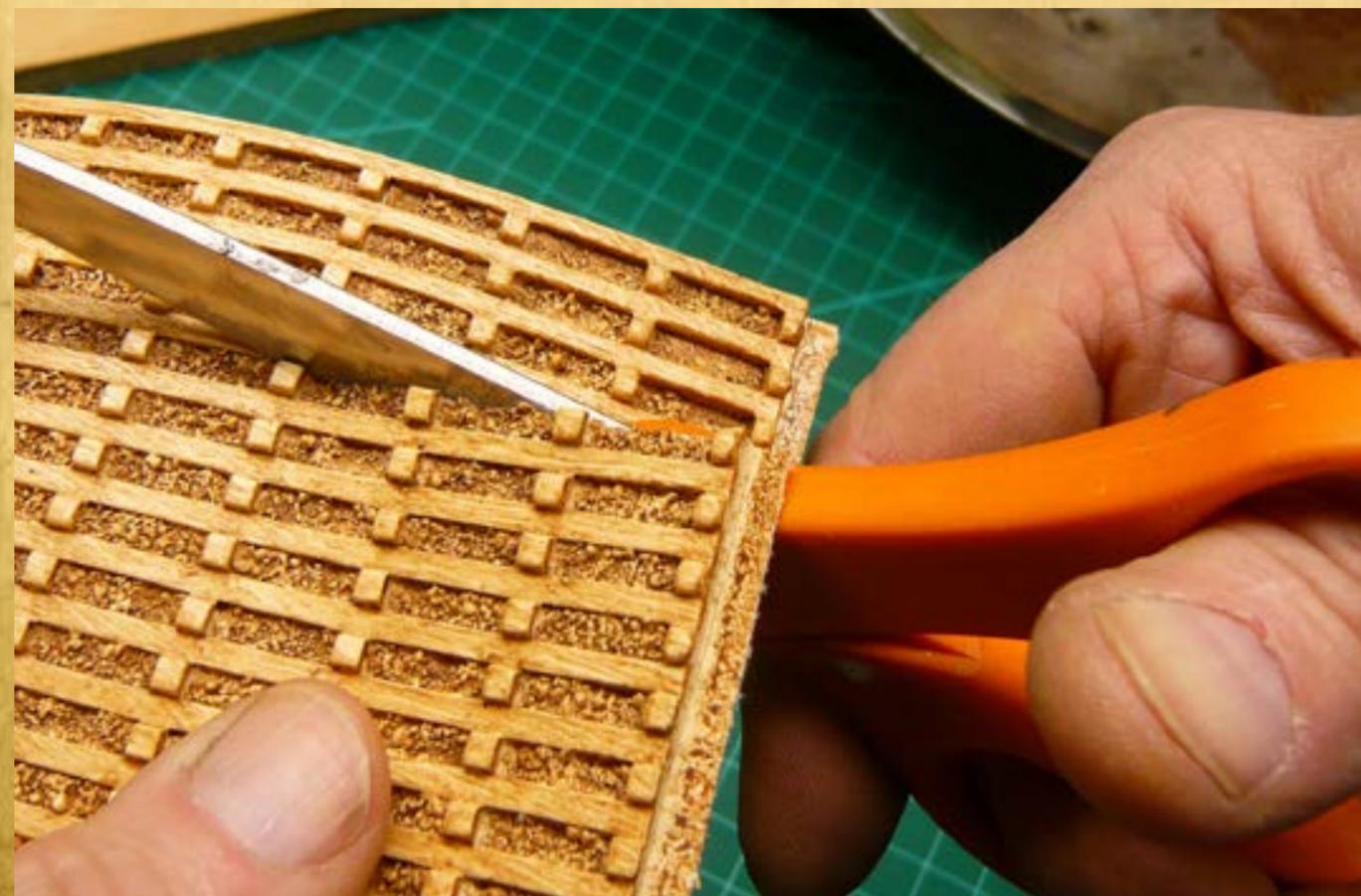
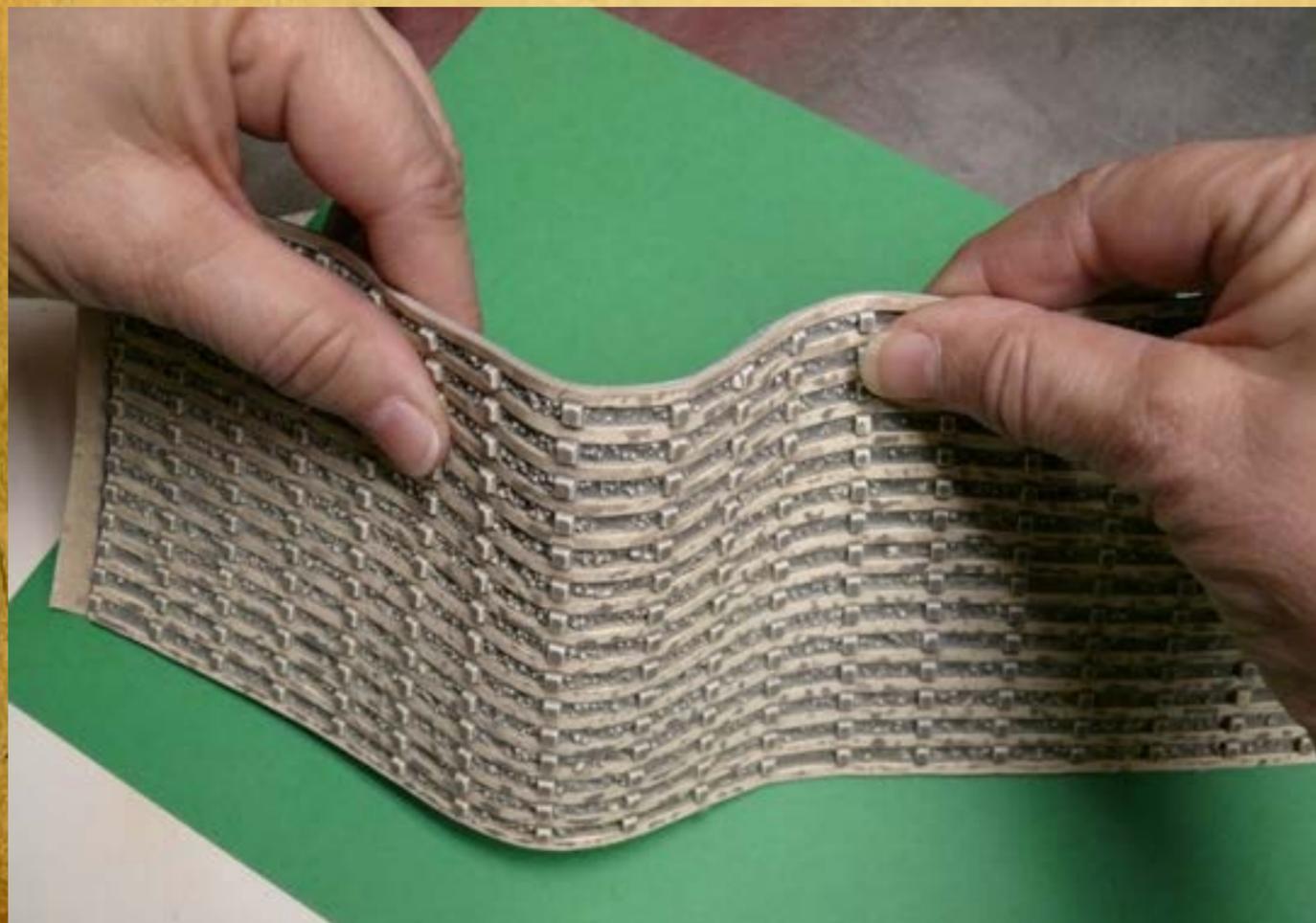


## New Flexible Walls

**2010**

Again, Chooch products change. We announce our line of flexible wall products, made in USA. Over the next several years, Chooch will be adding many new items to the flexible products line. Our hope is to offer creative easy-to-use products that enhance your model scenes.

Over the years Chooch has made hundreds of products. We hope it is as much fun for you, as it has been fun for us!



New Flexible Walls



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Where did the name “Chooch” come from?

Oh, by the way, we are always asked, where did you get the name “Chooch”. And what does it mean? Well, Mike O’Connell has always loved trains and a close friend nicknamed Mike “Chooch”...short for choo choo..... and the name stuck!



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