



# THE MAY **Flash** REPORT

2008

How WPF Members are Growing Sales and Profits with the Industry's Most Progressive Dealer Group



## SAFCO



A-Z Office Resource, Inc.

## Tennessee Dealer Stacks Up the Profits With the Help of Safco Products

With total membership of more than 8,000, First Baptist Church of Hendersonville is one of the Nashville area's largest churches. It's a growing community, and as Billy Powell and his team at A-Z Office Resource discovered last year, that growth translated into some exciting new sales and profit opportunities with the help of WPF supplier partner Safco Products.

As part of an ambitious expansion program, First Baptist last year opened a new 80,000 sq. ft facility that included a Youth Ministry Center for high school and middle school students. One of the key requirements: an inexpensive, lightweight and durable stacking chair.

"Seating in the Youth Center is constantly being re-arranged and the church needed a stack chair that was competitively priced, tough enough to take the kind of treatment young people would give it and light enough for them to move it easily," explains Terry Russell, A-Z's sales rep on the account.

The solution: the Visit stacking chair from Safco, a value-priced upholstered stack chair that features sturdy elliptical tube frames with black powder coat finish and a broad range of fabric options, including COM.

"Safco has become one of our go-to supplier partners," says Billy happily. "They have killer products, good reps and open lines of communication with management and they've come a long, long way in recent years with their product design."

Evidently, the folks at First Baptist Church agree if their order—would you believe a grand total of 1,134 Visit chairs!!!—offers any indication. And, as Terry Russell reports, the story gets even better. "The folks at the church are very happy with the chairs and we've been getting additional business from them since that initial big order."

For more information on how Safco and other fine WPF supplier partners can get your dealership sitting pretty on the bottom line, check out the Supplier Information section of the [www.wpfdealer.com](http://www.wpfdealer.com) web site.