

A Century of Dedication



WADDELL®

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Custom Communications

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Many companies claim superior craftsmanship when in truth it's the consumer that is crafting, or assembling, the item after it is purchased. Yes, an unassembled product option might be convenient for shipping and handling but what happens when the pieces don't line up? It does not provide exactly what the customer wanted.

Pictures and instruction can only do so much for the end user when in truth the product is not exactly user friendly. However with a company that ships all its products fully assembled, end users need not worry.

When that company has been manufacturing the same way since its inception, say 100 years, excellence is expected. Bar none.

122 YEARS OF EXPERIENCE

Waddell Furniture has been in business since 1889. The experience it has gained over those years benefits the consumer.

"Over the years," said John Rouse - President, Furniture Products Group, GMi Companies, "we've modified the product offering. Waddell has always been a manufacturer of different types of wooden furniture products. For about 50 years or so it has been almost exclusively a display case company. The majority of the display cases focus on trophies and awards."

GMi Companies acquired Waddell in 1986, adding more experience to a superior business. The Waddell products were added into the traditional dealers that the corporation had. Ad-

ditional sales personnel helped customers become more aware of Waddell's superior craftsmanship.

"We've significantly expanded the line over the past few years so it's more products, more sales effort, and selling into more market channels. I think it was a natural alliance that worked very well for both organizations.

"In the last few years we've started selling product into the government market and have a GSA contract that we use for that business.

"We sell all of the display cases we make exclusively through a wide variety of dealers: the awards and engraving type dealers, mom and pop trophy dealers, office products dealers. A lot of businesses use Waddell cases in their lobby and meeting areas."

Waddell also sells through dealers to school systems. "We often like to say that there's probably not a school in the United States that doesn't have a Waddell case in place unless it's a brand new school and they haven't put trophy cases in yet.

PROUDLY MADE IN THE USA

"And all of our products are made in America. 100% made in Greenfield, OH. We've had a lot of opportunities over the years to partner with companies from other countries, especially from China. We've always resisted. We want to make our own cases and we want to do it in the US. There are a lot of advantages to that.

"First of all we can control the quality of our products. It allows us to make custom products for people. They can

look at our catalog see one thing but ask if we do something a little different. More often than not we're able to accommodate that. Whereas a company that just sells standard product that they import and can't do a thing like that.

"All of our standard products we ship usually in less than ten days, and more often than not in less than 5 days. It's a fairly quick turnaround for anybody in the furniture category. We would not be able to do that if we were bringing in product from overseas."

TRADITIONAL VALUES IN A CONTEMPORARY MARKET

"We just introduced the new logo for the company about a month ago. Prior to that we had an older style look. We're trying to modernize the line. We've changed the logo and we're going to be changing a lot of our sales support materials just to be a little more contemporary. At the same time we're adding more contemporary type products into the product offering.

"Everything ships fully assembled it's not knocked down to where the customer receives it and they have to assemble it. The only thing they need to do when they get a product from us is put the shelves in. The same way you would put the shelves on a book shelf. It only takes a couple of minutes and the product is ready to go.

"We get almost 0 shipping damage. That's very important to dealers who ship to end users. They want to make sure that when it arrives wher-

ever it goes that it's in good shape when it gets there. We make the products and ship the product in a way that it's easy to use when it gets there. And it gets there in one piece.

SERVING THE CUSTOMER

The company tries to make things more contemporary and tries to take care of the current needs and requirements of the dealers. Said Rouse, "We still do a lot of things the way we did them many years ago because it still works. Some of our dealer customers have been doing business with us for about 40 years for that fact."

"We've been working with Waddell for about 23 years and it has excellent customer service," Gary Heller of National Business Furniture commented. "The best part about Waddell is the fact the vast majority of the orders that get shipped to our customers, there is no customer service needed.

"They get it right the first time in terms of how fast they ship as promised and the condition of the packaging and delivery. When people are happy they don't call. That is the case with Waddell. It ships assembled, the customer just has to level the glides. We call it a green light vender."

Heller went on about Wad-



dell's excellent craftsmanship. "It is good value for the money. You could spend considerably more with other suppliers and not get more cabinet. We're selling Waddell into the school systems and if a case can hold up and not sway in a busy inner city high school, it can stand up to anything.

"It's on a drop ship basis. We take the order and instruct Waddell to deliver to the end user. The fewer stops it has to make along the way, typically, the safer the product arrives. If they shipped the orders to my warehouse and then I had it shipped out again, that's more handling on common carrier trucks. The likelihood of damage increases."

If Waddell premier a case and the company does not get the numbers they would expect, it simply takes it back and redesigns it. "They're willing to back up design so customers are happy with it," Heller stated.

"Waddell is a part of a group of companies that also are suppliers of ours," Heller continued. "It's a good combination. Both are in Ohio, not too far from each other. Good quality control, good management control, skilled craftsmen of the area. That all adds up to a great product in the end."

"Waddell Customer Service always goes above and beyond our expectations to do what is right for our customer," Commented Sherri Johnson, Buyer for School Outfitters. "They are top notch.

"The quality and craftsmanship of the Waddell display cases is impeccable. Waddell offers a wide variety of cases that can meet every customer's needs. It is impressive the product is made in a small town in Ohio. "The cases ship assembled on skids," Johnson continued," which is why we encounter very little freight damages.

"Even though Waddell has a wide variety of cases, occasionally a customer will have a request for something custom," noted Johnson. "Waddell takes every initiative to find out what the customer need is and builds a product to their specifications. This is a great advantage for us to be able to offer this service to our customers."

Rouse mentioned, "The insistence on the quality of the products we craft makes Waddell Furniture a strong company. We don't cut any corners. We make sure that the products are built in a way that they're going to last for decades. And they do."

For more information on Waddell Furniture please visit its website, <http://waddellfurniture.com/>, and browse its Product Catalog, call toll free 800-622-1331, or e-mail info@waddellfurniture.com.



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