



## The Imperial Story



The Imperial Corporate Building, 2007.

"The Customer Is King. Two Rings Are Plenty."

—Donald J. Long Sr., founder of Imperial, Inc.







## Mission

Success is achieved through the preservation of an entrepreneurial spirit and laser focus on accountability in providing a superior customer experience. A customer driven focus continues to be the core of revenue and profit growth.

Imperial's winning model is built on a balance of a unique sales approach, strength in supporting services, customized technology and transparency to the customer.

The goals are realized through the work of talented team members who jointly share the passion for Imperial's vision.



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# Imperial Overview

Imperial is a national expeditor of quality maintenance parts for the heavy-duty fleet market. Our many years of fleet experience and telemarketing expertise makes us a leader in the field. We are the most experienced quality maintenance parts company in the country offering unique account programs for major fleets.

Imperial currently manages more account programs with the Top 50 fleets than all of our competition combined. Our success is due to our ability to reduce expenditures by offering our customers the controls and means to operate parts purchasing more efficiently.

Imperial is known throughout the fleet industry as a national distributor providing quality services and maintenance supplies. When Donald J. Long Sr. founded Imperial Inc. in 1958, he developed the philosophy of "The Customer is King. Two rings are plenty." Currently, that philosophy is the driving force behind Imperial.

We were the first in our industry to:

- Develop and introduce ScanTel® barcode direct order entry.
- Develop a National Account program with direct central ordering via telemarketing and unequaled customer service support.
- Provide customers with detailed purchasing reports.
- Guarantee price consistency on a national basis.
- Offer ownership of cabinets.

# Historical Perspective

From its inception in October of 1958, Imperial Inc. displayed the earmarks of success. For founder Donald J. Long Sr., it was never enough to simply imitate the actions of the other hardware suppliers. It was his belief and conviction that Imperial offer innovative solutions to the problems of the small maintenance parts purchaser.

Who could have imagined the degree of success that Imperial was destined to attain? As is the case with most new businesses, the early years were not easy. Long hours and hard work were the rule, rather than the exception. It was not unusual for Donald J. Long Sr. to be out all day beating the pavement, taking orders, and restocking customers' bins, only to return in the evening to pick and package orders for the next day's delivery. Little by little, nut by bolt, Imperial grew and prospered.

From a small operation to one of the most respected organizations in the industry, Imperial has always demonstrated that rare knack for success.



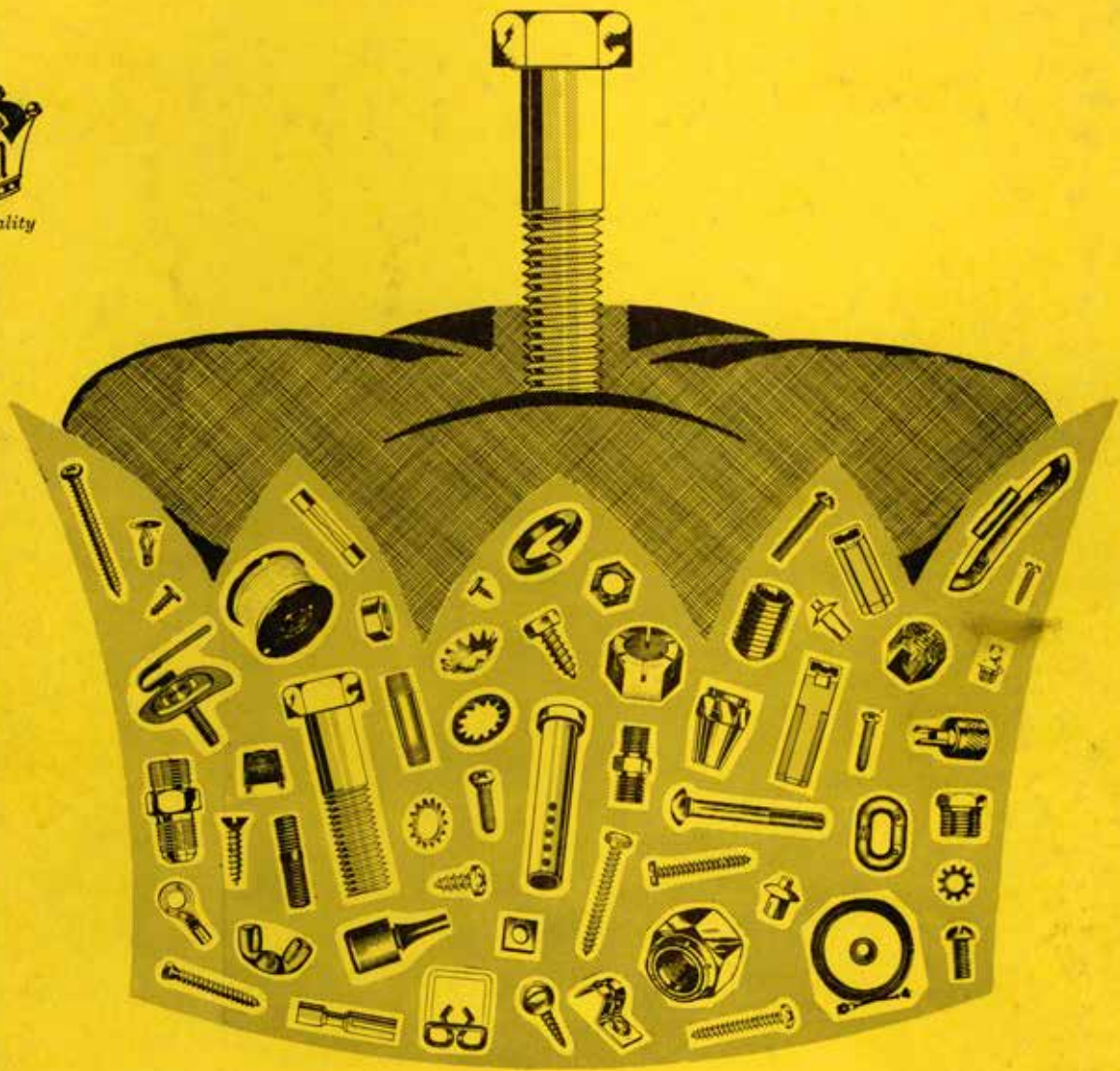
The founder of Imperial Incorporated, Donald J. Long Sr.





# IMPERIAL, INC.

GREEN BAY, WISCONSIN



1825 MILLS STREET, P.O. BOX 115 PHONE HEmlock 7-7225

# Imperial Timeline

1958

- Imperial Inc. was founded by Donald J. Long Sr. Its name is derived from a refrigerator in the Longs' kitchen. The first location was the corner of a warehouse on Henry Street in Green Bay, Wisconsin. Imperial operated with just 500 square feet of space.



Reconstructive image of original building.

1959

- Moved to a 2,000 square foot building on Mills Street in Green Bay, Wisconsin.
- The telephone number was HEMLOCK 7-7225.



1960

- Imperial part numbering system developed.
- Imperial attains its first \$10,000 sales month.



1958	1960	1965	1970	1975	1980	1985	1990	1995	2000	2005	2010	2015
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## 1963

- Move to a 5,000 square foot facility on Potts Avenue in Green Bay, Wisconsin. Three additions over the next 12 years resulted in a 12,000 square foot facility. This location would house Imperial until 1975.



## 1966

- Accounting records automation.

## 1969

- First in-plant printing operation set up to print catalogs, price books, and other sales and administrative literature.
- Imperial makes an entry into high-tech ordering systems with the introduction of the Data Phone, a system utilized by CW Transfer to order via punch cards and the telephone.



# Imperial Timeline

1970

- Imperial buys its first computer, an IBM System 3, used for inventory and general accounting. Previously, all inventory records were kept manually on a large Cadex file—one card for each part number.



IBM System 3.

1971

- Implementation of Imperial's inbound telemarketing department.
- Saunders Leasing becomes Imperial's first major National Account.



1972

- Implementation of Imperial's outbound telemarketing department.

1974

- Imperial exceeds \$1 million in annual revenue.

1958	1960	1965	1970	1975	1980	1985	1990	1995	2000	2005	2010	2015
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## 1975

- Imperial outgrows the Potts Avenue building and moves to 789 Packer Drive (later renamed Armed Forces Drive) located in Green Bay, Wisconsin. The original building was approximately 25,000 square feet.
- Toll-free 800 number.
- First strategic long-range planning session.



## 1976

- UPS becomes a National Account.
- Ryder becomes a National Account.



**United Parcel Service**



# Imperial Timeline

1977

- Imperial introduces a Fax System for ordering products.
- Imperial takes delivery on the first private labeled cap screws. The new head marking duplicates the Imperial "I" logo.



- The goal of establishing a strong private label brand is aided by the addition of Imperial Red steel bins and cabinets.

1978

- NationaLease becomes a new National Account.

1979

- Product line expands with a major investment in the addition of a full line of aerosol chemicals.
- Yellow Freight becomes a National Account.



1980

- The first remote distribution center was established in the New York area.
- Rapid growth results in the creation of a Marketing Department.

1958	1960	1965	1970	1975	1980	1985	1990	1995	2000	2005	2010	2015
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## 1981

- Implementation of the first outbound cold call program utilizing telemarketing.
- A second remote distribution center was established in the San Francisco area.
- First joint branding venture between Imperial and a National manufacturer, Loctite.

The Loctite logo, featuring the word "LOCTITE" in a bold, red, italicized sans-serif font. The letter "O" is stylized with a red circle and a black dot in the center.

- A third remote distribution center opens in the Dallas area.



- The computerized Rolm CBX phone system is installed. This telemarketing tool allows a degree of call analysis never before possible.
- A fourth distribution center set up in Atlanta area. This gives Imperial's customers true, nationwide service.

## 1982

- Imperial offers Field Maintenance as a new service.
- Consolidated Freightways becomes a National Account.



# Imperial Timeline

1984

- Introduction of ScanTel® Purchasing System.



- First ScanTel® installation was made at Barry Trucking in Milwaukee, Wisconsin. The accuracy and time savings to the customer was phenomenal.
- Imperial exceeds \$5 million in annual revenue.
- Imperial makes its entry into the very competitive automotive market. The sheer size of this market quickly makes it an important addition to Imperial's prospect database.

1985

- Ameriquest becomes a National Account.
- Ruan Transport becomes a National Account.



1986

- Introduced a totally new concept in customer service represented by the term Teleservicing.



- Warehouse and distribution functions move from Packer Drive to a 30,000 square foot state-of-the-art facility on Contract Drive in Green Bay, Wisconsin.





1958 1960 1965 1970 1975 1980 1985 1990 1995 2000 2005 2010 2015

## 1986

- The Teleservicing Department moves into a modern, 60 work station facility constructed in what formerly housed the Imperial distribution center.



- Advanced Burroughs A-9 computer system installed, making data processing capabilities more sophisticated.



- Penske Truck Leasing becomes a National Account.



# Imperial Timeline

1987

- Roadway Express becomes a National Account.

**ROADWAY**  
*Express*

- The distribution center in San Francisco, California was moves to Reno, Nevada to better service the Southwestern region.



- Imperial receives a 3A-1 rating from Dun & Bradstreet.

1988

- Imperial's ScanTel® program represents 25% of total company sales.

- Schneider National becomes a National Account.

**SCHNEIDER**  
**NATIONAL**

- Regional Teleservicing and National Accounts form two distinct sales divisions.

1989

- Imperial's Counterfeit Fastener Awareness Program was introduction.
- Imperial exceeds \$10 million in annual revenue.

1958 1960 1965 1970 1975 1980 1985 1990 1995 2000 2005 2010 2015

## 1990

- Introduction of Same Day Shipping.

***SAME DAY SHIPPING***

- Introduction of New Business Development Program/Regional Sales Managers (RSM).
- Expansion of Imperial's Quality Control Program, \$60,000 investment in equipment and staff.



- Lot tracking program assures complete fastener traceability.

## 1991

- Imperial's MIS department converts the database to a new UNIX-based computer system.
- Teleservicing online in real time.

## 1992

- Carolina Freight becomes a National Account.
- Overnite Transportation becomes a National Account.

**CAROLINA**

# Imperial Timeline

1993

- Estes Express Lines becomes a National Account.



- Implementation of Heath Financial Charting Concept.
- Imperial exceeds \$15 million in annual revenue.

1994

- Implementation of state-of-the art phone system.
- Detroit Diesel becomes a National Account.



- Introduction of the Electronic Data Interchange System (EDI) the electronic ordering and invoicing system.

1995

- U-Haul International becomes a National Account.



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## 1995

- 30,000 square foot distribution center opened in Salisbury, North Carolina.



- The Atlanta and Providence Distribution Centers close due to improved efficiencies with the Salisbury Distribution Center.
- Introduction of the National Account Executive Program (NAE).

## 1996

- BFI becomes a National Account.
- Rental Service Corporation becomes a National Account.



- Imperial exceeds \$20 million in annual revenue.
- First \$2 million sales month.

## 1997

- Implementation of United Parcel Service drop-ship program.
- Teleservicing reorganizes to better service our customers.
- Green Bay Distribution Center expands by 15,000 square feet.

# Imperial Timeline

1998

- Imperial posts its first Web site.



- Salisbury Distribution Center expands by 15,000 square feet.
- J.B. Hunt becomes a National Account.
- Frito Lay becomes a National Account.



- 40th anniversary celebration.
- Imperial exceeds \$25 million in annual revenue.

1999

- Allied Holding becomes a National Account.
- Verizon becomes a National Account.
- Sage/United Airlines becomes a National Account.



- Reno Distribution Center expanded to 15,000 square feet.
- Dallas Distribution Center expanded to 20,000 square feet.
- Installed automated shipping systems at all four distribution centers.
- Implementation of web site integration into our business model.
- Imperial exceeds \$30 million in annual revenue.



1958 1960 1965 1970 1975 1980 1985 1990 1995 2000 2005 2010 2015

## 2000

- Successful Y2K transition.
- Watkins Motor Lines becomes a new National Account.
- Cemex becomes a National Account.



## 2001

- Imperial receives a 4A-1 rating from Dun & Bradstreet.
- Imperial exceeds \$35 million in annual revenue.
- First \$3 million sales month.
- U.S. Concrete becomes a National Account.



## 2002

- Imperial completes connectivity to the Ariba e-procurement system.
- Imperial featured in *Transportation Equipment News*, a national trucking industry publication with 30,000 subscribers.



# Imperial Timeline

2003

- Imperial Inc. is purchase by management team and Norwest Equity Partners and becomes Imperial Supplies LLC.
- Call Center upgrades to IP-based phone system and new call routing system allowing Imperial to handle calls more efficiently, improving customer service.
- First \$4 million sales month.
- Imperial exceeds \$40 million in annual revenue.
- Walmart becomes a new National Account.

**WAL★MART®**  
STORES, INC.

- Imperial celebrates its 45th Anniversary.



- Major web site redesign.



- *Parts Connection* from the Murphy Hoffman Company publishes the Imperial Story in their company newsletter.



1958 1960 1965 1970 1975 1980 1985 1990 1995 2000 2005 2010 2015

## 2004

- Clean Harbors becomes a National Account.
- Enterprise Truck becomes a National Account.
- FedEx Express becomes a National Account.



- IM630 scanner greatly improves order processing speed at customer facilities.



- The publication *Commercial Carrier Journal* (CCJ) features Imperial in an article involving inventory reduction, bar-coding, and on-line ordering.



# Imperial Timeline

2005

- First \$5 million sales month.
- Imperial exceeds \$50 million in annual revenue.
- Home Depot becomes a National Account.
- Ameren becomes a National Account.



- Data system converted to Linux to handle continued business growth and control system maintenance costs.
- Imperial's bin location program was introduced.
- Reno Distribution Center expands to 38,000 square feet.



1958 1960 1965 1970 1975 1980 1985 1990 1995 2000 2005 2010 2015

2006

- FedEx Freight becomes a new National Account.



- Corporate call center opens in De Pere, Wisconsin to provide disaster contingency and support to a growing sales team.



- Veolia becomes a new National Account.



- CS1504 Hummingbird™ Scanner is introduced.



- Imperial receives FedEx Freight Outstanding Performance Award.



# Imperial Timeline

2007

- Major web site redesign.



- IM580 Scanner introduced.



- Dallas distribution center is relocated to a larger 55,000 square foot facility.



- Fiber installed to provide faster internet performance and support for continued growth and demand on internet servers.
- Featured in *Commercial Carrier Journal* (CCJ) Magazine article involving on-line ordering.



- Imperial celebrates 50th anniversary.



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## 2008

- ScanTel® program produces 42% of sales.
- Imperial exceeds \$67 million in annual revenue.

## 2009

- International product sourcing initiative expands.
- Automotive Dealership and auto repair marketing focus.
- W.W. Grainger acquires Imperial Supplies.



## 2010

- Fixed Ops features Imperial's Job Costing Program.



- Grainger Drop Ship Program launches.



# Imperial Timeline

2011

- Website redesign.



2012

- Imperial exceeds \$100 million in annual revenue.
- 38,000 square foot Auxiliary Distribution Center opens in Kannapolis, North Carolina.



2013

- First \$10 million sales month.
- Imperial launches mobile website.



1958 1960 1965 1970 1975 1980 1985 1990 1995 2000 2005 2010 2015

2013

- Bluetooth Opticon Scanner introduced.



2014

- Imperial launches Mobile app.



- Imperial Kit Center launches at Green Bay Distribution Center.
- Reno Distribution Center relocates to 96,000 square foot facility.

