

Q: How has Acme's business changed over the years?

When I started there were no plastic bags, cups, or cutlery. There was no decent packaging. In paper products, there were no 2-ply toilet tissues, no 3-ply napkins. Even shopping bags have changed. We would have to staple handles to the bags by hand. Today, the market is unlimited and we can get the best of products in paper, plastics, janitorial supplies and equipment. I certainly didn't have this access to products when I began. The manufacturers wouldn't even look at me. But, interestingly enough, those people are not in business today. It's remarkable. In sixty years, none—not one—of my original suppliers is in business. They have all sold out to others.

This is what has changed with manufacturers. Whereas before, there might be five different manufacturers of products that you could buy from, there is now only one. So this makes it difficult, because you don't have the choice to make—it's made for you. Doing business with your suppliers is also not as personal today as it used to be years ago. Computers have taken away the personality. Fortunately, we belong to Network Services, which is a group of paper companies from around the country. We have national business because we're able to compete due to our good buying power and our ability to service our clients in a manner in which they deserve.

Q: To what else do you attribute Acme's growth and success?

Not only do we have good, dedicated people working for us, but also our suppliers have been very cooperative and are a very important part of our growth. In addition, we have three generations of our family working in the business. When my children were young, they would help out in the business and were interested in being part of it as they grew up. My grandchildren Scott, Andy and Keith are involved and now Michael has shown interest in the business, working during the summer.

In looking back, I would say that I have been very fortunate to have a wife like Mildred and children who don't look to just take out of the business—they contribute to it. That's my good fortune.

Acme's Driver of the Year

Eddie Ashford, an Acme Paper driver for 14 years, has been named Driver of the Year for 2006. The winner is selected on the basis of safe driving record, strong work ethic, attendance and providing great customer service.

A native of Baltimore, Eddie attributes his strong work ethic to his father, who would take Eddie to work as a young child.



Acme's Driver of the Year Eddie Ashford (center) with (from left) David, Ron, Ed and Steven Attman.

"Those principles that were instilled by his father have followed Eddie into adulthood, producing a very good, very dependable worker," said Troy Mills, Acme's Transportation Supervisor.

Acme presently has 30 drivers operating its fleet of trucks and trailers throughout the mid-Atlantic region.

LOOK FOR ACME AT THE Baltimore Convention Center September 20 and 21



Booths 645, 647 and 649 New Products & Special Offers!

ACME PEOPLE

We're pleased to announce the following new additions to our administrative staff:

JANICE ROSS



Janice has been named Customer Satisfaction Manager for Acme's operations throughout the mid-Atlantic region. Previously Customer Service Representative for Unisource, she has 26 years experience in customer service.

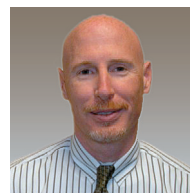
WALTER J. MARSH

Walter has been appointed Account Manager covering our Southern Virginia and North Carolina areas. He has a background in sales and service with Acura and Lexus dealerships in North Carolina.



ROBERT BOYLE, II

Robert has been selected to be Account Manager of Acme's Restaurant Equipment and Supply Division. He was previously manufacturer's representative with Unipro/Boyle based in Chesapeake, Virginia.



WE HAVE A WINNER!
The winner of 2 Orioles tickets in last issue's Acme Trivia Contest is Ron Yaider of Reico Kitchen & Bath in Elkridge, MD.

YOU COULD BE OUR NEXT WINNER!
Winner of this issue's contest will win two tickets to a MARYLAND TERPS BASKETBALL GAME.

Just answer the following questions. The winner will be drawn from correct entries.

- How much rent did Acme pay for its first location?
- Acme's Driver of the Year is one of how many Acme drivers?
- How many years has Acme handled the US Open?
- How many suppliers are featured in this issue's Spotlight?
- What prestigious organization named Acme its Allied Member of the Year?

Send your answers, which can be found in this issue, to: djeter-thomas@acmepaper.com or fax to 410-792-8089. Deadline is October 31, 2006.



The Acme Paper REPORT

Fall 2006

LOOKING BACK AT ACME'S 60 YEAR HISTORY: An Interview with Acme President Edward Attman

Acme Paper & Supply Co., Inc., is celebrating this year its 60th anniversary. The company began in 1946 in a 1500 sq. ft. garage in Baltimore, with Ed Attman and his wife, Mildred, the only employees and six products to sell. Today, the company operates out of a major warehouse/office complex in Savage, MD, and another distribution center in Richmond, VA. With more than 200 employees, six divisions, a fleet of trucks and 15,000 products, Acme is among the largest distributors in the mid-Atlantic region, serving clients from convenience stores and schools to stadiums and hospitals.

To discuss how Acme Paper has grown over these past six decades, we interviewed Acme's President, Edward Attman. Here are excerpts from that interview:

Q: What was it like to start a business in 1946 right after the war?

Merchandise was in short supply, especially paper products such as paper towels and toilet tissues. There were just a few major producers and they controlled the market. Plus the government controlled the pricing. So I went to companies that might have been lower on the totem pole but would sell to me. Also, I found that the market down south was not as strong. They had large allotments, but couldn't sell all they had. So I could get products from



ACME President and Founder: Edward Attman

there and even paying for freight I could still sell products competitively. I also went to Philadelphia, where I developed a contact who was in the novelty business, through one of my uncles, Jack Shapiro, who was in the wholesale candy and tobacco business. Sometimes I even paid over market price so I could get supplies and use them to get into stores to sell other products. People had money and were willing to buy good products. The

problem was getting the product.

Q: What other techniques did you use to develop Acme's business?

People then were very appreciative of young people like me who were coming back from the war. They would say to me if I could get a product for the same price, they would buy from me. So I found out what they were paying and either tried to get it for less or sold it at the same price so I could get other business. I started in this garage that was costing me \$75 a month to rent. The owner ran a smoke fish company, so I found out what products he needed and was paying, and I was able to get it and sell it to him. He

Continued on page 2

Acme Paper Named Allied Member of the Year

By a vote of members statewide, the Restaurant Association of Maryland, the state trade association for the food service industry, has named Acme its Allied Member of the Year.

The Allied Member of the Year is an owner or employee of a company supplying goods or services to the Hospitality Industry "who is known for the quality of their work and who goes above and beyond the average to serve their customers." The honoree is also

recognized for activity in local, state, or civic affairs and for achievements on behalf of the Industry.

In accepting the award, Acme President Ed Attman said, "We started by supplying disposable paper products to food stores and have always maintained a special allegiance to our customers in the food service industry, so we are very appreciative of this recognition by such a prestigious industry organization as the Restaurant Association of Maryland."



Shown at the Restaurant Association's 52nd Annual Industry Awards Gala where Acme was honored as Allied Member of the Year are (left to right) Marcia Harris, Association President and CEO; Ron, Edward, and David Attman; Miss USA 2005 Chelsea Cooley; and Keith, Andy and Scott Attman.

'Attman Interview' from page 1

became a good customer. I was my only salesperson, so I went out on the street and began walking farther and farther from my office selling to businesses and calling in the orders to my wife. I didn't have a truck then. In fact, I paid this fellow who had a Cadillac with a large trunk. And in the mornings I would deliver orders. After a few months, I hired a relative of my father-in-law who went out on the street to help me with sales. We handled the business together until 1968, when I hired another young man who helped with sales and delivery. Business was flourishing and we made adjustments accordingly by getting our own delivery trucks. Before that, we used gypsy drivers and vehicles to make deliveries. Profits were very, very small at that time while I tried to establish my business. It was a big struggle. I even worked for my father on the weekends for \$30 to help make ends meet and he, in turn, helped support us by giving us groceries. Because of our efforts, we were growing all the time-from day one.

Q: Do you have a business philosophy?

Yes. I found that if you treat people fairly, you would get their business. It certainly worked because as my customers began to build their businesses, they began buying more products from me. I also believed in diversification. Early in our history, I did business with a neighbor who was in the rag business. When we eventually bought his business, this was our first taste of the janitorial business. We then bought Baer Paper, which got us into janitorial equipment. The purchase of National Paper Company got us into the industrial packaging business. We later acquired Professional Paper Co. and most recently, the Landsberg Company's Richmond Division in Virginia – all industrial packaging-types of businesses. The purchase of KayBoys led us into retail packaging. Being diversified is very important. For instance, a person opens a restaurant – you get his equipment business. Then you can sell him other things for a restaurant.

I also found that you need to buy right so you can sell right. Your buying power is what gives you the edge. You also have to give good service. If your customers can rely on you, then they are appreciative and continue doing business with you. You must show appreciation when customers call you. They can call anyone, so show them that you care.

Continued on page 4

Supplier Spotlight

Here are some new or previously introduced products that Acme is spotlighting in this issue:

SCA Xpressnap

Save on labor and consumption costs with Xpressnap -- the One-Napkin-at-a-Time Dispensing System. Available in six different variations, this product gives maximum cost savings on your bottom line. Whether you choose one of the high capacity models or the newest Tabletop version for more casual dining environments, Xpressnap offers:

- Increased Labor Efficiency** – Stand models hold up to three times the capacity of traditional dispensers
- Customized Advertising** – Both the Stand and Tabletop models feature the exclusive Ad-A-Glance message area... a great opportunity to enhance your business offerings
- Hygienic Design** – customers only touch the napkin they use
- Increased Storage Savings** – Each case size is 50% smaller than a standard case and Xpressnap guarantees a 25% reduction in napkin consumption...less storage space needed for fewer cases.



JohnsonDiversey Clean is just the beginning



Johnson Diversey – High Mileage Floor Finish

New from Johnson Diversey, High Mileage is a ready-to-use high solids, low odor, high speed floor finish that will improve the look of your floors – even in the heaviest traffic. High Mileage will extend your recoat and stripping cycles, thereby improving your overall cleaning productivity. Its specially designed formula builds durability and is extremely tough in high traffic areas – highly resistant to dirt, black heel marks and scratches. For those busy aisles and hallways, there's no need to wait until after closing time to apply. With High Mileage's quick drying time, you can install up to five coats in just one night.

Pactiv – Clearview SmartLock Hinged Lid Containers

New from Pactiv, these containers will effectively showcase your food items while maintaining product freshness. Equipped with a SmartLock Closure System, these containers assure both your employees and customers, by way of an audible click, that the food inside is securely locked. Its smooth front panel suggests a perfect place for labeling your assortment of food items. These hinged lid containers come in a variety of sizes for a variety of uses. Clearview with SmartLock from Pactiv is just the thing for take-out and food items on display.



Dispoz-o Cutlery Kits



Simplify food preparation handling and save time and labor by using preassembled cutlery kits by Dispoz-o. These kits are assembled in moisture-proof packaging and are available in virtually any combination and color. Ideal for usage in healthcare facilities, schools, or any high volume food service market, these hygienically sanitary kits are a great cost-efficient alternative to traditional flatware. Made with break-resistant polypropylene material, these products have the best strength-to-weight ratio

Wincup – Alpha Line Plastic Cups

Wincup's Alpha Line of disposable cold drink cups have "contact clarity," providing an economical alternative to clear cups. Sturdy and flexible, these high quality natural cups come in 3.5 to 32 ounce sizes, essentially meeting every portion beverage requirement. No detergent or dishwashers are needed for these disposables made from break-resistant polypropylene, so you can save on labor costs. Wincup's Alpha Line of plastic cups are perfect for frozen drinks, iced coffees, fruit smoothies, carbonated beverages and many other thirst-quenchers – whether it's summer or throughout the year.



The Safety Zone Protective Wear

The purpose of using personal protective equipment in any work environment is to protect employees from the risk of injury by creating a barrier against workplace hazards. While not a substitute for implementing management controls or good work practices, safety products used in conjunction with such controls help to ensure the safety and health of employees. The Safety Zone provides that added protection in the workplace. Whether in an industrial or food service setting, the Safety Zone has the protective equipment you need to keep your workplace safe. Available in a variety of sizes, colors and thicknesses, the Safety Zone offers protective gloves and aprons suitable for a range of environments. The gloves are chemical resistant, powder free and, for the food service industry, made with USDA approved materials.

Contact your Acme representative to find out more about these and other products we carry.
Acme ... we're much more than paper.

Acme Paper a Winner At the U.S. Open

The Acme team was successful in its 3rd year servicing the U.S. Open, held this year in Mamaroneck, New York. Acme Paper has extensive experience supplying major sports and entertainment events. In preparation for this major event, Account Manager Scott Attman led the coordination of assembling five presorted trucks that were used as make-shift warehouses throughout the grounds. Usage and inventory levels were tracked daily and supplemental deliveries were made from Maryland to New York regularly and in a timely manner to ensure that these supplies remained fully stocked.

Everyone involved in servicing this account – Jim Haire, Carol Albaugh, and Glenn Pollack – worked

extremely hard to achieve this accomplishment. One team member in particular was instrumental to this event's success. Louis Richie, an Acme driver for 12 years, fully concentrated his efforts on making those extra deliveries in a timely manner.

According to Scott, "Acme Paper's ability to supply our client and the patrons of the U.S. Open with custom and disposable foodservice supplies and cleaning products, as well as smallwares and kitchen supplies, not only reflects our growth and diversification as a company, but most importantly our continued commitment to customer satisfaction. This was the result of good solid teamwork."



WINGED FOOT

Acme Enters SEFA's Circle of Excellence

SEFA (Supply & Equipment Foodservice Alliance) presented Acme with its Circle of Excellence Award at their Annual Partnership Conference in Maui, Hawaii, in May.

The Circle of Excellence honors excellence and growth with SEFA, an alliance of premier foodservice equipment and supply dealers and suppliers chosen for their integrity, leadership and commitment to quality. Acme has been a member since 1998.

Accepting the award for Acme at the conference were Herschel Pazornick, General Manager of Acme's Food

Service Equipment and Smallwares Division, and Scott Attman, Account Manager. Said Pazornick, "This award conveys to the industry that our efforts to establish Acme as a major supplier of foodservice equipment and supplies have been successful."



At presentation of SEFA's Circle of Excellence Award are (from left) SEFA's CFO Jim Reid, Scott Attman, SEFA founder and President Tedde Reid, and Herschel Pazornick.

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