



The Acme Paper REPORT

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ACME IN THE NEWS

ACME NAMED SUPPLIER FOR WASHINGTON'S MOUNT VERNON HOME

George and Martha Washington's 18th century mansion at Mount Vernon in Virginia – considered the number one historic home in America – has become even more hospitable to visitors – thanks in large part to Acme.

Acme, which initially helped develop Mount Vernon's cafeteria in 1993 and serviced it over subsequent years, is now the primary supplier of food service equipment along with food service packaging items for Mount Vernon's newly created Food Court Pavilion.

Assisting in the transition from cafeteria to the food pavilion concept, Acme supplied and installed all kitchen and catering equipment through its Food Service Packaging Division. Acme is also the supplier of small wares, paper supplies, disposable food service items, and concession trays, as well as specialty items from its Alpha Products Division.

Mount Vernon's Food Court Pavilion features separate stations offering a French-style café with baked goods, a delicatessen with made-to-order subs, gourmet grilled burgers, personal pan pizzas, cookies, ice cream, salad bar, fries, espresso bar, beer and wine.

The Pavilion also offers a formal dining room, outdoor terrace dining, sit-down reception area and catering for private parties.

Acme also provides food service support for such other tourist and governmental facilities in the Washington, D.C., area as the **MCI Center**, **Smithsonian**, **RFK Stadium**, the **Capitol**, the **Pentagon** and the **United States Senate**.



ACME COMPLETES MAJOR EXPANSION OF WAREHOUSE AND HEADQUARTERS

Facilities Provide Greatly Added Capacity and Latest Inventory Controls for Clients Ranging from Schools to Stadiums

Acme Paper & Supply Co., Inc., one of the Mid-Atlantic region's largest suppliers of disposable goods, janitorial products and packaging, has completed a major expansion of its Savage, Md., warehouse and office headquarters that dramatically increases the scope and speed of its services to its clients, which range from schools and neighborhood convenience stores to Oriole Park and Amtrak nationally.

Acme, which began in 1946 in a 1500 sq. ft. rented garage in east Baltimore, has enlarged its 80,000 sq. ft. warehouse by 60 percent, to bring its capacity to 3.5 million cubic feet. The company has also more than tripled the number of truck bays, from six to nineteen.

In addition, Acme remodeled and expanded its offices, adding an equipment showroom and repair

As part of its updating of facilities and infrastructure, Acme has invested in the latest inventory control and warehouse management system, with the updated wiring to enable the bar-coding and scanning of products. The company has also established an Internet purchase procedure so customers can order on-line.

All of this has been made necessary by Acme's growth in recent years, which has seen the company acquire Baer Supply Company, a 50-year-old seller and servicer of janitorial supplies and equipment, and Kayboys Complete, a 45-year-old retail packaging company. Acme has also added new product categories and increased many existing product lines, which means the company now handles thousands of products from hundreds of manufacturers.

Presently, Acme has six divisions serving businesses and institutions of various sizes, from standard operations to those such as hospitals with specialized needs. These divisions provide products and services in food service packaging, janitorial equipment and supply, industrial packaging, restaurant equipment and supply, retail packaging and custom-design packaging.

The most recent product line expansion involved establishment of the restaurant equipment and supply division, with full-service and design capabilities.

Acme Paper is also a member of Network Services, the largest organization of paper products and janitorial suppliers in North America, with combined sales of more than \$6 billion annually, enabling Acme to serve regional and national accounts. Nationally, Acme provides disposable goods not only to Amtrak but also to sports and entertainment venues around the country.

To facilitate its service to clients in Virginia and North Carolina, Acme also operates a 74,000 sq. ft. regional distribution center in Richmond, Va.



shop, to bring its headquarters to 20,000 sq. ft. The company has added facilities for sales and employee training and to conduct seminars for clients.

"Our plans were to make this the most comprehensive distribution center in the industry, offering our clients, who are now located from Pennsylvania to North Carolina, the newest, most modern and most efficient delivery system of its type on the East Coast," said Edward Atman, Acme's founder and president. "We want to offer industry-leading client response, a factor that has always been our top priority and that has enabled us to grow so dramatically over the years."

**Inside: How
Acme's Six
Divisions Help
Clients Cut
Costs and
Improve
Profits**

Acme...much more than paper

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Acme Paper & Supply Co., Inc., which began in 1946 by distributing disposable paper products and food service packaging out of a 1500 sq. ft. garage, has grown into one of the Mid-Atlantic region's largest distributors of not only food service products but also janitorial equipment and supplies, retail and industrial packaging, restaurant equipment and supplies, and custom design packaging shipped nationwide. Our growth has come from utilizing our expertise in each of these areas to branch out into what has now become six closely-related divisions. As a result, we have established our six division structure as a better way to organize, develop and strengthen our services to bring added value to our clients.

We believe we are unique in how we have grown and how we are now structured. For our beginnings in food service exposed us to many types of businesses, because food service is truly multi-market. The business world has its fast food stands and restaurants, the health care field has patient feeding, schools and colleges have their cafeterias, sports and entertainment have concession stands and catering.

In each of these areas, Acme offers not only product and service, but also the wide-ranging knowledge and creativity developed by working for more than half a century with many types of businesses, institutions and industries to solve various needs and supply solutions — whether it's a new product or a proven system — in the most cost-effective way, truly helping clients to improve their profitability.

FOOD SERVICE PACKAGING DIVISION

HELPING CLIENTS PACKAGE MERCHANDISE AND SELL MORE PRODUCT

Developing creative ways to help food businesses package, properly merchandise and sell more of their products is the top goal of Acme's Food Service Packaging division.

The question the division is always trying to answer is, "What makes things sell for our clientele?" says Ron Sless, Manager-Account Development. "It's the creativity of an idea. Our job is to make the merchandise look better in more saleable, more appetizing and more appealing ways."

Take nacho containers and French fry holders as examples. The idea is not only to design a package to hold the fries and regulate portion sizes. It is to create a package that will motivate people to buy more product.

The markets Acme caters to are diverse. Buy any food product at a Ravens' or Orioles' game and it's dressed up in an Acme package. Besides arenas, stadiums and other leisure venues, Acme services restaurants, school and office building cafeterias, caterers, hotels, gourmet shops, and the entire fast food carry-out industry.

"We assist them in their goal of selling more products," Ron says. "We must find out what's working for them and what isn't so we can make

the subtle changes necessary to help better the client's profits."

Often times, Acme finds it isn't necessarily the cheapest food service product that sells the best. An Acme philosophy is that offering clients the least expensive product may work sometimes, but offering a product that meets the needs of clients while creating more profits always works.

Joe Arena, a general manager of Aramark, the concessionaire at Oriole Park and MCI Arena and a long-time Acme client, notes that "people buy with their eyes. The more appealing a product looks, the better chances it has of selling. Acme works with us to get the right packaging to maximize a product's sales potential.

"This can certainly be seen in the case of the Baltimore Orioles, which has been a client of Acme since the mid 1970s. Oriole Park now has the highest sales per person of any stadium in the country."

JANITORIAL EQUIPMENT & SUPPLY DIVISION

SELLING A COMPLETE ARRAY OF JANITORIAL PRODUCTS, PLUS SERVICING ALL CLEANING EQUIPMENT

It's a safe bet that Acme is responsible for more clean bathrooms and kitchens than anyone else in the region — and the Division Manager helping make this possible is Ron Schwartzman.

Ron brings to his position 34 years experience in the business, including for the last ten promoting Acme's vast product line. Acme sells the most complete array of janitorial products in the industry, including a full line of janitorial equipment and the parts for servicing.

"We have the product lines to let people do jobs better, more efficiently and with much better bottom line results," he says.

The company supplies such diverse markets as food service, health care, hospitality, office buildings, contract cleaners, supermarkets and education facilities.

"It's like being a sort of jack of all trades, but you better know what you're talking about," he says.

One of Acme's largest janitorial accounts is Giant Food Stores. Acme provides the more than 180-store outlets with the cleaning products for both the front end (aisles and storefront) and the back end (deli and fish area).

Acme is also a distributor for Johnson Professional Products, Georgia-Pacific, Windsor Industries, Rubbermaid and many more of the industry's leading suppliers.

Ron acquired his extensive experience in the industry while heading Baer Supply Company, a full-line janitorial supply distributor specializing in equipment sales and repair services bought by Acme in 1991.

A key element in obtaining and retaining clients, this department allows Acme to service and repair all cleaning equipment either at the client's facility or at Acme's warehouse shop. "We don't leave our clients at the point of sale," he says. "We hold their hand throughout."

"We train our people first to understand our client's needs and then direct them to purchase products and systems that will serve those needs in the best way," Ron says.

"We are more than sales people. We are truly janitorial supply consultants."



Acme...much more than paper

Thus, on any given account, we bring to our clients the full range of our experience, products and personnel offered by our six divisions. For instance, Sinai Hospital in Baltimore, where we have had a strong position in food service with their cafeteria and patient feeding, has us now provide them with the majority of their housekeeping supplies, which run the gamut from fairly sophisticated chemical control programs to complete towel and tissue systems. In addition, our retail packaging division supplies patient belonging and garment bags, as well as gift bags and tissue wrap for the hospital's gift shop.

The same multi-support is available to major food vendors, such as Oriole Park at Camden Yards, the Ravens Stadium and MCI Arena, where we now provide not only the food packaging at the concession stands, but also the food service equipment, such as ovens, and small wares in the behind-the-scene kitchens, as well as the custom bags for their retail stores and janitorial supplies for their cleaning operations.

In these pages, we provide a look at our six divisions and what they offer. After all, whether it's a neighborhood convenience store or a chain of supermarkets, an amusement park or a school, a hotel or a hospital.

Acme offers more than paper... much more.

RETAIL PACKAGING DIVISION

USING EXPERIENCE, CREATIVITY AND INNOVATION TO IMPROVE A CLIENT'S PROFITABILITY AND IMAGE

Business may seem "as usual" in Acme's Retail Packaging division, but it's in unusual places. As traditional markets shrink and change, Acme has continued its leadership by applying its experience, knowledge and contacts to new markets, such as the Industrial & Food Service industries. It is our goal to help those clients create their own special image and to better promote their products.

"With the changing marketplace, our traditional retail packaging customer used to be clothing, gift and department stores, but today those markets are dominated by several large national chains," says Myron Kreitzer, Acme's Director of Retail Packaging. "This has forced us to find new markets to continue our strong growth. We found a perfect match in Acme's strong position in food service and that market's emphasis on Take Home and To Go Food."

Today, Acme is increasingly seeking, expanding and supplying restaurants, caterers and other food service establishments with its comprehensive product offering — all the while emphasizing our ability to design and produce packaging that promotes our clients in this highly competitive Take Home and To Go market.

Another exciting growth area for our Retail Packaging Division is its entry into the industrial market. Our experience has helped many of our industrial clients to improve the look of their product packaging and at the same time lower the cost of that packaging. Even as we are expanding into new markets, Acme's Retail Division remains fully engaged and committed to its retail packaging roots. We continue to grow our local, regional and national retail customer base, supplying not only retail products but products from all of our other divisions. Acme is truly your One Source Vendor.

Acme's Retail Division is set apart from other vendors by our commitment to use our experience, creativity and innovation to provide our clients with solutions that positively impact their profitability and image.



Promote your image with our custom-made, high quality bags that can hold all sizes of containers.

INDUSTRIAL PACKAGING DIVISION

OFFERING SHIPPING SOLUTIONS THAT ARE EFFECTIVE AND COST-EFFICIENT

Shipping fragile ceramic vases? Maybe sensitive electronic equipment or bulky furniture?

"Our market is any type of industrial account, whether it's furniture, ceramics, jewelry, breakables or machine products," says Acme's Sales Manager of Industrial Packaging, Gary Hankin.

No matter the shipping need, Acme has a comprehensive ability to enable clients to box it, smother it in foam peanuts, wrap it in bubbles or bury it beneath paper and then seal it in special colored stretch wrap designed to let clients know whether the package was tampered with during the shipping process.

Furthermore, Acme is bringing new products and methods to its clients, such as FP International's Cell-O Ez pre-formed air cushion machine to some customers. The product allows businesses to self-inflate plastic bags — without an additional connector to an air pump — which protect a wide-range of products.

But Acme goes beyond supplying packaging materials. Acme meets with its clients, helps identify needs and then offers shipping solutions that are both effective and cost-efficient. "We go and evaluate client needs and offer alternative packaging," Gary says.

For example, Gary says it is not uncommon to find companies using large boxes to package small products, increasing both the expense of the box and the material needed to safely store items. Many times he finds himself stating the obvious that went unnoticed by the company. The result is stronger personal relationships and increased profitability for Acme's clientele.

Gary has had a long career during which he learned these lessons. Prior to coming to Acme more than a decade ago, he worked as a general manager at Monumental Paper Co. for 15 years before starting his own company, which Acme purchased. He says his extensive background has benefited both Acme and clients.

"We were able to see a lot of opportunities in the industrial packaging industry," he points out, with the result that the division has expanded dramatically in recent years.

Says Gary, "My experiences have helped me learn to evaluate a client's concerns and offer updated ideas of what's going on in the marketplace, including the many new products as they come on the market. The goal is always to bring that much more added value to our clients."

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RESTAURANT EQUIPMENT & SUPPLY DIVISION

PROVIDING EVERYTHING FOR THE KITCHEN EXCEPT FOOD

Acme supplies a wide range of commercial equipment, seating, kitchen-related products and supplies – from walk-in cooler/freezers and stainless steel tables to complete exhaust systems – to a wide range of markets, including health care facilities, fast food, restaurants, caterers and arenas.

But when Dick Trader, the division's manager, receives a call regarding a product, he first thinks about the client's needs before providing the specific product and pricing.

"People become very price conscious and what we try to share with them is that there's more to purchasing an item than just price," Trader says. "We show them that the added services we provide can enhance their operations and in the long run make them look better."

One example was a client interested in replacing a hot and cold serving counter that was made up of two sections. When Dick visited with the client, he saw that a new design, not just replacement pieces, would enhance and improve the their overall operation. "So we developed a new design with a totally different configuration that not only made it look better but also better facilitated the serving of the food."

Dick learned such important lessons during decades working in every aspect of the industry.

He started with the Stanco Corporation in 1966 as a draftsman, putting together rough-in drawings for the mechanical trades involved with his projects. He eventually became Vice President of the food service division, then went with Ottenheimer Equipment Company, designing and building food service facilities before coming to Acme.

Dick's broad industry background translates into greater value for Acme's clients. "I've touched basically all aspects of this business starting from doing drawings, estimating the equipment and labor cost, delivering and unloading equipment, actually installing equipment, showing owners how to operate their new equipment and then becoming involved in the actual designing of facilities," Dick says.

"I'm able to call on all my experience to enable Acme clients to feel if a project is doable or not or I'll recommend a better way, which can often mean less cost."

ALPHA PRODUCTS DIVISION

ACTIVE PACKAGING FOR THE SPORTS AND ENTERTAINMENT INDUSTRIES

Alpha Products specializes in producing customized packaging, including promotional items, for the sports and entertainment industries.

Launched in 1986, Alpha has the ability to design, manufacture, and deliver quickly a wide range of quality products for food management concessionaires in all types of food service operations.

"Alpha's ability to do all this – and do it so creatively – is its major advantage over competition," says Jim Haire, Alpha's vice president.

Alpha's first original patented product was the "The Kids Home Plate Meal®," a printed box large enough to hold a full meal and uniquely shaped like a baseball homeplate. Initially imprinted with the Baltimore Orioles Bird, it was a hit with children and adults alike at Oriole Park.

Today, major league stadiums, sports arenas and theme parks nationwide use Alpha-designed individual pizza cartons. Most recently, Alpha designed a new three-compartment tray to hold portion-controlled items.

Alpha has also designed many quality souvenir and promotional cups to satisfy both the fan's thirst and the desire for a collectable game souvenir. Alpha can provide promotional cups in a variety of sizes and shapes, and Alpha's art department can produce printed logos in a variety of colors and customized designs.

For instance, to commemorate Cal Ripken's retirement, Alpha produced a 32 oz. promotion cup in a design that, says Jim, "was a very challenging, four-color process print, which exceeded everyone's expectations – a true collectable."

Alpha has created and produced souvenir cups for baseball's league championship series, the Olympic games held in Atlanta and the 1994 Woodstock Festival in Woodstock, NY.

As Jim points out, if you are seeking active packaging solutions, Acme's Alpha Products Division covers all the bases!

A sampling of Alpha Products' customized items at Oriole Park



ACME IN THE NEWS

GLENN POLLACK NAMED DIRECTOR OF WAREHOUSE

Glenn Pollack, who has 20 years experience in warehouse management, has been named Director of Warehouse Operations for Acme's newly expanded warehouse in Savage, Md.

Glenn is responsible for the daily running of the warehouse, which includes the shipping and receiving of up to 20,000 cases per day, as well as stocking and maintaining items for the 3.5 million cubic ft. facility. It also involves overseeing all transportation matters at Acme's warehouse in Savage as well as at another in Richmond, Va. This includes the daily operations of Acme's fleet of over 30 trucks and trailers. Glenn has also put together a warehouse management staff of six, which operate on a 24-hour basis throughout the week.

"With Acme being one of the largest wholesale distributors in the Mid-Atlantic region, I find their warehouse operation to be the ultimate challenge," said Glenn.

Acme President Edward Attman said: "Acme has always prided itself on being responsive to our clients and supplying them as quickly and completely as possible. This is why we have expanded and upgraded our warehouse operations. Glenn, who is a person who really likes to deal with clients and even go out to see them, will be a key player as we implement our greater capacity in service to our clients large and small."



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