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Finalist: 51-100 employees RPM

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Frank Poeschel and Glen James

Glen James and Frank Poeschel lead parallel lives. They started at a national print company on the same day. Ten years later, they quit on the same day. And together, in 1996, they started RPM, a one-stop source for customized print materials creation, management and fulfillment.

“We started as Resource Print Management to fill significant gaps within the document-management industry,” said James. “We shortened the name to RPM in response to the broadening of our services and the evolution of our vision.”

RPM helps its customers realize major savings to the bottom line through leveraged print procurement, supply-chain management, technology, integrated solutions, inventory management, and distribution and fulfillment.

James and Poeschel agree that selling their services can be somewhat difficult because they’re so abstract.

“Believe me, we envy people who sell ceiling fans,” said Poeschel.

James describes the paradigm shift that has come about in their business.

“We save our clients money by streamlining their operations,” James explained. “This helps generate efficiencies.”

RPM specializes in clients with multi-transactional businesses with multiple locations.

“Our core competency is providing the technology front to deliver operational and marketing items so clients can focus on revenue-generating activities,” James said.

“Basically, we take over these expensive, time-consuming operations so our clients can spend their time doing what they do best,” added Poeschel. “Client services are the heart of our business. We’ve made a major investment in technology here at RPM so that we can help save our clients money.”

And clients such as Pier 1, Eyemasters and ACE Cash Express have been racking up major savings since signing with RPM. Some clients have saved more than \$300,000 in a year’s time.

“After analyzing our situation,” said Barry Barron, chief operating officer of ACE Cash Express, “RPM revealed significant savings to be gained by adopting their systems technology. In addition, RPM’s ability to provide efficient service levels with minimum inventory has increased our cash flow and reduced our exposure to obsolescence.”

RPM boasts a collegial atmosphere that’s reflected in its bottom line.

“It’s important to treat your employees like clients,” said Poeschel. “And to have fun at work.”

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