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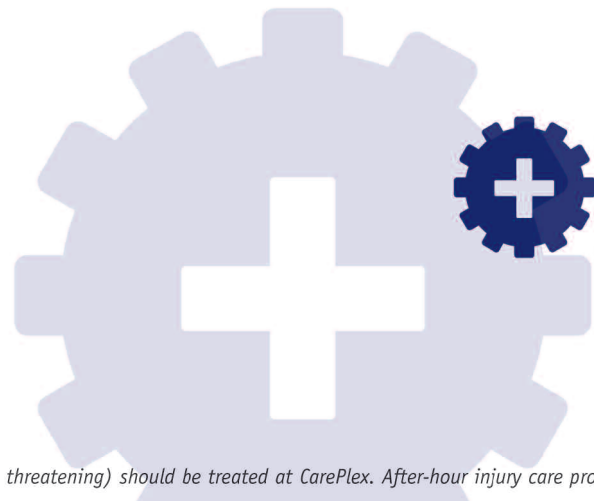
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Serving the Route 422, 100, 202, and Route 30 Corridors in Montgomery, Chester and Berks Counties.

In This Issue | DECEMBER 2013



EthoSource specializes in the provision of high quality, pre-owned furniture and refurbished cubicles, which can help you experience significant cost savings while being eco-friendly.



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EthoSource



Your One-Stop Resource for All Your Office Furniture Needs!



EthoSource, LLC, headquartered in Morgantown, PA, is an office furniture company that provides a unique blend of value driven solutions to customers throughout the United States. One of the Route 422 Corridor's great business success stories over the past 12 years, EthoSource specializes in the provision of high quality, pre-owned furniture and refurbished cubicles, which can help you experience significant cost savings while being eco-friendly.

EthoSource was founded in 2001, by John Gallen Jr., under the premise that the utilization of high quality pre-owned and refurbished office furniture could be a source of tremendous cost savings and an eco-friendly solution for businesses of all sizes. EthoSource quickly grew from two people — Gallen, and Bryon Kauffman, VP of Sales — working from a small, one room office, to a thriving company with 55 employees. Today, EthoSource is a national leader in the field of liquidation services and refurbished office furniture.

In spite of a post-recession, challenging economy in recent years, or perhaps because of it, EthoSource has succeeded by responding to opportunities created by market forces. When businesses close or downsize, used furniture becomes available. On the other hand, no matter how bad times are, companies need to buy furniture, often because their lease has expired, and they are moving. "Fortunately for us, when that happens, buyers become a little more frugal, and they start to think that maybe there are some alter-



natives (to new furniture) that could save them money," Gallen explains. "That's when we tend to do fine," he said. "One, we have access to a lot more furniture, and two, there are companies looking to save money. Buying pre-owned is a way of saving without sacrificing value and quality."

To accommodate growth and better serve their customers, EthoSource recently opened two new, conveniently-located 50,000+ square foot retail stores — one at 184 Tuckerton Road, Reading (610.927.6464), and the other at 411 Yerkes Road in King of Prussia (484.681.9183). Prior to opening the new stores, EthoSource showcased its wide selection of new and pre-owned office conference room furniture and chairs primarily via the Internet, from photographs and descriptions, and relied on referrals from a growing list of satisfied customers.

"It's a lot easier to do it from a store," John Gallen explains. "Chairs are a very personal thing. Everybody feels different about what they want. We want people to be able to come in and test out different chairs," he said. "We have thousands of chairs at both locations. We can put any color fabric on that customers want. We fix the arms, the legs, the cylinders, and you can pick the fabric and material. We offer sturdy high-end chairs that lend themselves to being recycled."

"Particularly with pre-owned furniture, there's always a degree of nervousness, or fear if you're buying something pre-owned," added Bryon Kauffman. "Especially if these customers have seen pre-owned places elsewhere. We go through a lot of effort to alleviate those concerns and fears. When you come to us, you get a result that looks like you spent a ton of money, but you didn't. We feature products that typically would be very expensive if you bought them new, at a fraction of the cost. You get the same



result you'd get by going to the big fancy new dealers, the same services, the same professionalism, but you don't get the same price tag."

Kauffman points out that it was a challenge to get customers from Philadelphia to come all the way out to company's main warehouse location in Morgantown. "With the King of Prussia store we have the ability to offer a very convenient location where someone can come and see the size and scope of our inventory, kick the tires. We can have customer meetings there. It gives us a presence in that marketplace that we didn't have previously," he explained.

(See "Cover Story" on page 6)



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COVER STORY

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EthoSource's pre-owned product offerings can also be supplemented with new office furniture from one of the many quality manufacturers that they represent. "We carry new product so that we can fill in the gaps when we don't have something pre-owned," Kauffman said. "On a typical large project, somewhere in there, the customer is going to want a specific look, or a brand that we don't happen to have pre-owned."

In addition to helping you furnish your space, Ethosource is also an experienced and trusted provider of nationwide office furniture liquidation and buyback services. EthoSource provides a complete analysis of existing office furniture to help maximize your furniture investment through a full, comprehensive overview of the scope of the project.

Whether you are looking to liquidate or acquire office furniture, Ethosource's product knowledge and industry experience will help guide you through every step of the project, from space planning to installation.

Pre-Owned Furniture

EthoSource evaluates and acquires beautiful inventories of gently used office furniture from across the United States on a daily basis. "A major part of our business is the liquidation of furniture from around the country," Kauffman said. "We built the company on refurbishing cubicles. When we do a furniture liquidation, typically we get lots of other really nice non-cubicle furniture, like executive office chairs, filing, and conference rooms." Pre-owned office furniture from EthoSource has been carefully inspected, cleaned and inspected again prior to re-packaging for customers. Whether you need cubicles, executive offices, seating, filing, or conference rooms, EthoSource can provide high quality pre-owned solutions that will save you money.

Refurbished Cubicles

The cornerstone of EthoSource's product offering is refurbished cubicles, their specialty being Herman Miller Ethospace. "Cubicle systems are comprised of a steel skeleton that you can't hurt or damage," Kauffman explains. "It's really just the pieces that you stack onto it, the cosmetic pieces that people see." EthoSource is able to provide a completely customizable A-grade furniture solution that offers unparalleled durability, flexibility and value. Cubicles are designed and specified to your exact requirements. New fabrics and finishes can be selected to create the look and feel that you desire. EthoSource's refurbished cubicles provide you with a cubicle that looks and functions as if it were new, without paying the price of new.

Cubicle Customization

A recent trend in office furniture environments has been economy of space. "Everybody's trying to squeeze more people into smaller spaces," John Gallen said. "The size of the workspace has shrunk. It went from hard wall private offices, to cubicles. Those cubicles were 8' X 8' or 8' X 10'. Now they're all 6' X 6' or 5' X 6'. They also used to be a lot higher. They're coming down, so that when you're sitting at your desk, you can see everybody else in the office. There's less privacy. The positive side of that change is a better environment for more collaboration. New buildings have a lot more meeting rooms, as opposed to private offices. The hard-walled offices are now conference rooms."

One of the unique aspects of working with EthoSource is their ability to customize pre-owned and refurbished workstations to meet the specific needs of your office space, from a layout and aesthetic standpoint. The EthoSource sales and design team will walk you through the process, as you consider the requirements of your workspace.

(See "Cover Story" on page 54)

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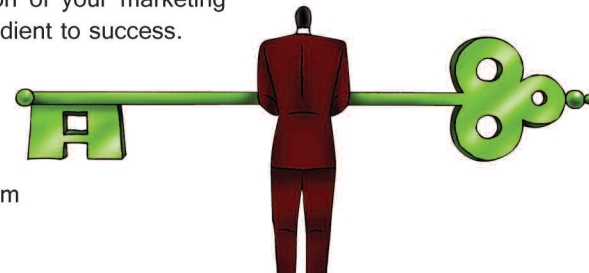
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COVER STORY

(Continued from page 6)

New Furniture

EthoSource offers a wide range of new office furniture products from many different manufacturers. They are ready to provide you with numerous options for every part of your facility including: conference and meeting rooms; executive office suites; training rooms; libraries; education settings; cafeterias; and lobbies. Through the careful blending of both refurbished and new furniture, EthoSource will help you create an environment that is just what you are looking for.

Green Furniture Solutions

Sustainable Office Furniture, at its core, has to do with protecting and preserving the earth's resources. By maximizing resource reuse, Ethosource is able to minimize raw material needs, use a fraction of the energy and labor, and provide cubicle systems that are a perfect fit for any company pursuing green initiatives and/or the U.S. Green Building Council's (USGBC) LEED certification. "Our product allows you to rack up LEED points quicker than new product would allow," Kauffman explains.

Space Planning and Design

EthoSource has a team of designers ready to help you fully maximize and visualize your space in the event of a move or reconfiguration. The trend today is toward greater flexibility and mobility. "They put every piece of furniture you can think of on wheels now, so that you can re-arrange at will and set up for different uses from day to day," Kauffman said. "Flexibility of space is big. Utilizing the same space for multiple uses is important now."

"Everything's now wireless," adds Gallen. "Before there was a whole lot of wiring underneath. What's coming out now are built-in USB power ports and meeting tables with hubs for data.

Everybody wants to be able to plug their phone in so they have enough juice. There's a lot of that being built into waiting room furniture and lobby furniture as well," he said.

EthoSource can suggest numerous creative layouts that will allow your business to grow and function as you need it to. From preliminary space planning, to detailed color renderings, EthoSource's design team will provide you with all of the necessary tools to make intelligent decisions regarding your space.

Project & Move Management

EthoSource has vast experience in helping its clients manage all of the aspects of furnishing their office space. "Our project managers and our sales team will help coordinate the delivery and installation of all furniture that we sell," Gallen said. Whether it be the coordination of the delivery and installation of new furniture, or the disassembly, move and re-assembly of existing furniture in a new location, EthoSource will oversee and manage the process while supplying you with timely updates and input throughout the project.

"When we engage a customer, they have a dedicated designer who's going to work with them," Kauffman said. "A sales rep and a project manager are going to work with them to coordinate all the logistics, installation. We advise on all those things that go into making an office space come together. That's what customers remember. What was the experience like? We go through a lot to make sure their experience with us is excellent."

Swing Space Management

It often takes thinking outside of the box when faced with the need to temporarily displace employees in the midst of a move or renovation. EthoSource has the experience and resources necessary to

(See "Cover Story" on page 56)

COVER STORY

(Continued from page 54)

make this happen with as little disruption to your business as possible. EthoSource can help you navigate the entire process with such services as the temporary provision of furniture, the knockdown and relocation of existing furniture, or both.

Office Furniture Liquidation & Buy Back

EthoSource is a nationally recognized leader in the field of office furniture liquidation. Whether you are relocating, downsizing, reorganizing or upgrading your existing furniture, EthoSource can provide all of the services and expertise necessary to effectively remove your excess furniture. EthoSource's liquidation team will manage the entire process to ensure that all furniture is removed in the agreed upon time frame and that the maximum value of the furniture is captured. All facets of the liquidation will be analyzed, discussed and documented, up front, to ensure a smooth and worry free transition.

In addition to the liquidation of office furniture, EthoSource offers qualified customers a wide range of buy back, trade in, and banking options which can dramati-

cally offset the cost of new furniture. EthoSource will carefully evaluate any existing furniture to determine the maximum benefit that it will have on the scope of the entire project.

Building a Foundation for Excellence

A major reason for their phenomenal growth and success of EthoSource is the culture of creativity and innovation established by company founder John Gallen.

"John has created an environment here that is family-like," Kauffman said. "We have a very close-knit staff, so we do tend to retain people for a long time. Our employees are all encouraged to be entrepreneurial. Everyone's opinion and input is welcomed. We are always looking for new ideas of how we can do something better. We regularly implement things that didn't come from the top down necessarily. It came from the bottom up," he said.

"We celebrate birthdays and employment anniversaries and give out gift cards to employees," Gallen added. "We're 12 years old, and have a lot of 8th, 9th, and 10th year employee anniversaries."

(See "Cover Story" on page 59)

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Annual Chamber Holiday Mixer

Tuesday, December 17, 2013

5:00 - 7:00 PM

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765 N Lewis Rd, Limerick, PA

Holiday Breakfast Concert

Thursday, December 19, 2013

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DR. DOUG TALKS HEALTH

At the October Chamber lunch, Dr. Doug Swede, Swede Family Chiropractic of Collegeville said that stress is one of the leading causes of illness today. He added that the major cause of this stress comes from trying to mesh our home and work lifestyles. The statistics he gave show that Americans are not very successful at this. Here are a few enlightening numbers:

- 20% of our gross domestic product (GDP) is health related
- 46% of Americans take prescription drugs
- 4.02 billion prescriptions were written in US in 2011
- 12/year is number of prescriptions filled by the average American
- 7 million Americans took antidepressants in 2001

Dr. Doug reminded us that no one can be stress free but that we learn to adapt to stress and learn to control how we deal with it. He said that out stressors are physical, chemical or environmental and that these can be good and bad. An example of good physical stress is working out. It elevates the heart rate and blood pressure. Anger does the same things but not in a good way.

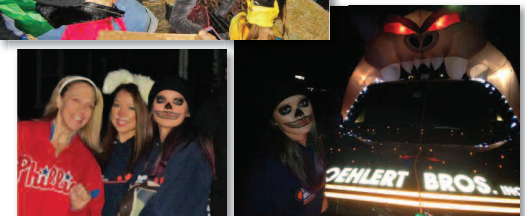
Photos from the Mixer at Providence Corner



Photos from the Mixer at Kinetic Energy



Photos from the Royersford Halloween Parade



COVER STORY

(Continued from page 56)

The company also holds a monthly company lunch, where everyone gathers to enjoy pizza, sandwiches, and to interact and share ideas. "At that monthly luncheon meeting, whoever wants to share an idea or a thought is welcome to do that," Kauffman said, adding, "But of course anybody can do that on a daily basis."

"We also try to stay very connected and involved in the community," John Gallen said. "We give away a lot of furniture to local non-profits. We've furnished whole projects in new buildings. We're involved with a community shelter, youth organizations, and other non-profits. Instead of making a capital gift, we get involved from the very beginning with the architect to design the space, and place furniture in the new building."

Gallen is also heavily involved with the Greater Reading Economic Partnership (GREP) and the "Ride to Prosperity" initiative. "I've been involved in getting new businesses to understand how economic development is good for all businesses,"

Gallen said. "We shifted about two years ago to "How do we get the businesses that are in Reading to stay and expand?"

Including the corporate warehouse facility and warehouse space at the company's two retail locations, EthoSource has over 200,000 square feet of organized, categorized, and carefully inventoried office furniture, which is in-stock and ready to be specified for customers. EthoSource's attention to detail starts internally and will be carried through to the installation of the furniture.

Please visit www.ethosource.com for more information including: Photos of current inventory; Virtual tour the showroom/warehouse; Furniture liquidation information; LEED information and downloadable guide; and Quotation request forms.

For additional information, please contact: Ethosource, LLC, 180 Grace Boulevard, Morgantown, PA 19543; 888.807.3846 or 610.286.1766, and visit www.ethosource.com. 🗑️

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