



3B Supply

Location of Company Headquarters: Cleveland, Ohio

Year of Company's Founding: 1991, rebranded as 3B Supply in 2008

Current President, CEO, and/or Owner: Leonard Bashkin

2018 Sales Growth (Y/Y): 11.4 percent

Total Warehouse Square Footage: More than 600,000

Website: www.3Bsupply.com

Notable Awards and Commendations: 2018 Truck-Lite Corp Supplier of the year award

Notable Association Membership: NetPlus; ISA; ASSP

What are the key product categories for the company?

As an Onsite Integrator, we cover all indirect categories from Abrasives to Welding. In terms of revenue, our top-selling product category is Production Cutting Tools.

What are the defining qualities of the company culture?

We put employees ahead of customers and vendors because happy employees equals happy customers and vendors. We have virtually zero voluntary turnover, and for the past 10 years, the company pays out 20-25 percent of profits back to employees.

What makes current or potential customers choose you over your competitors?

We charge overall lower prices than the competition and provide dedicated 24/7, onsite service. Our customer-facing employees are assigned to only one customer.

What is the company's approach to growth strategy? Is it organic-based, acquisition-based, or both?

One hundred percent organic. In 2011, we did not supply vending machines or crib management. However, we realized that vending has advantages and not being an expert at it was a major hindrance, so we developed machines, hardware, and software for automatic dispensation and crib management from the ground up, which went to market in 2015 as a standalone company called SecuraStock. This transition spurred our growth.

When the company needs to hire, where does it look for talent?

We use mainly two avenues: Indeed.com and local employment agencies. We almost always have open positions, so this is a never-ending process for us. This year we are investing in our recruiting areas above and beyond the previous years.

What goals does the company have moving forward?

We've been doubling in size every three years since the 2008 company restructuring and redefinition. We'd like to continue this trend for at least nine more.

Lastly, as many other private, family-run distributors are being acquired by larger organizations, we hope to maintain and improve our competitive position and advantages in the marketplace.