

# CIFS + Northern Safety

The Case. Northern Safety was born in 1983 as a Frankfort, New York home-based business delivering medical and first aid supplies to local businesses. Company values were established early on and are still being practiced today: 100% customer satisfaction, quality products, unbeatable service, and excellent prices.



## The Situation

Headquartered in Utica, New York and now a top national distributor of quality safety and industrial supplies – Northern Safety is clearly experiencing significant growth to their business. In July of 2007, they completed their newest distribution center in Church Hill, Tennessee. The 160,000 sq. ft. facility is fully stocked with safety and industrial products, allowing shipping to nearly two thirds of their customers in two days or less. Even after this huge project, expansion plans and growth trends for Northern Safety were anticipated to quickly continue upward. Planning on using technology to address business issues that arise as a result of this growth, Carousel Industries proposed an excellent solution.

## The Solution

The Northern Safety technology and executive teams, in collaboration with Carousel and Carousel Industries Financial Services (CIFS), developed and implemented a plan utilizing The Carousel Edge, powered by TAMCO. The Edge program included the “buy back” of a recently purchased telecommunication system for the new Tennessee facility and several gateways servicing satellite facilities throughout the United States. The big benefit here is a “cash refund” for the equipment cost and the “refinancing” of the systems under an innovative program, Carousel Shield.

Why would Northern Safety want to finance an existing system they just paid cash for? Because it enables them to utilize the reimbursed cash to invest in – and fuel – the continued growth and expansion of their business rather than leaving their precious capital tied up in a depreciating asset. According to Chris Venator, Telecommunications Administrator for Northern Safety, “Now our

money can work for us...to make more money by leveraging our buying power.”

The Carousel Shield program now provides them with ultimate flexibility they did not have before with innovative program features such as a no-penalty System Replacement Guarantee. Venator added that, “the best feature of Carousel Shield is the System Replacement Guarantee...now we’re not behind the eight ball with technology – we can obtain new technology at any time should we decide we need it.”

Carousel and CIFS completely understand Northern Safety’s dedication to customer satisfaction as they abide by the same values and know that technology plays a big role in achieving not only success, but also quality of service. Sr. Account Executive at Carousel Industries, Dean De Witt explains “we recommended the solution as part of a long term strategy that will allow them to add new locations easily, provide a five-digit dial plan, centralized voice mail, centralized ACD reporting and moreover a disaster recovery plan for their call center. As Northern Safety continues to grow, their systems will allow a cost-effective method to connect remote locations and provide centralized systems to track customer service.”

Long story short – Northern Safety was concerned about how they would afford their rapid growth while also sticking to core company values. Carousel Industries has given them the peace of mind their business needs to evolve, and all along maintain pure flexibility.