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OFFICE

# anyway



A MAGAZINE BY WJ OFFICE



## WHY DOES ONE VENDOR STAND OUT OVER ANOTHER?

BY NEVILLE CHANEY

When businesses seek out vendors—whether for supplies, services, or specialized solutions—the decision often appears, at first glance, to come down to price. But ask most customers who've been through the selection process, and you'll quickly learn that price is rarely the only factor. As a customer myself who's worked with various vendors over the years, I've come to realize that value, trust, communication, and long-term reliability often outweigh a slightly cheaper bottom line.

### The Illusion of Price Alone

It's tempting to choose the vendor with the lowest bid. After all, businesses have budgets, and cost control is critical. But in my experience, the least expensive option can sometimes become the most costly.

One vendor offered us a lower rate for IT support, but their response time was erratic and their service inconsistent. What we saved in dollars, we lost in productivity, customer satisfaction, and, eventually, confidence.

Another vendor, slightly more expensive, provided us with a clear service agreement, regular check-ins, and proactive support. Over time, their reliability proved more valuable than the initial price difference. That's when I realized: we weren't paying more; we were investing in peace of mind.

### Value Beyond the Invoice

Customers look for value. That includes the quality of the product or service, the professionalism of the vendor's team, and the strength of the relationship.

Continued on next page



VOLUME 5 • ISSUE 3 • 2025

63



### NPF NITRILE POWDER FREE EXAM GLOVES

5.5 mil Thickness x 9.50" Glove Length - Medium Size - For Right/Left Hand - Synthetic Nitrile Rubber - Blue - Non-sterile, Latex-free, Odor-free, Puncture Resistant, Tear Resistant, Chemical Resistant, Textured Fingertips, Comfortable - For Automotive, Aerospace, Painting, Plumbing, HVAC Operation, Safety, Examination, Industrial, General Purpose, Veterinary, Medical.

100/Box - 10/ Carton

SALE PRICE \$44.30/Carton

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Tel: 828.365.7020 Cell: 828.729.6324 Email: wilb@wjoffice.com



# ANYWAY

VOL 5, ISSUE 3

## What Makes One Vendor Stand Apart From Others

From the customer's point of view which is the most important viewpoint.

03

## On the Cover:

The No. 12 locomotive on the Tweetsie Railroad. Meticulously maintained and now listed in the National Register of Historic Places, Tweetsie Railroad's No. 12 locomotive continues to delight rail fans, children and tourists who visit the beautiful Blue Ridge Mountains of North Carolina.

## Sliced Bread Became a Thing in July You Know

The story starts with an inventive guy named Otto Frederick Rohwedder. Born in Davenport, Iowa in 1880.

08

## RICOH IM C SERIES WINS 'BEST PRINT PRODUCTIVITY' TITLE BY DATAMASTER

### Exceptional Performance Cited in Prestigious Award

The Ricoh IM C series, Ricoh Asia Pacific's latest generation of A3 colour multifunction printers, has been awarded the Best Print Productivity 2025 title by DataMaster, a leading independent testing authority in the imaging industry.

The award recognises the exceptional performance of the Ricoh IM C2010, IM C2010AEX, IM C2510, IM C3010, IM C3510, IM C3010EX, IM C3510EX, IM C4510, IM C6010 and IM C7010, which together represent the forefront of productivity and efficiency in today's fast-paced office environments.

In its rigorous lab evaluations, DataMaster highlighted several best-in-class features of the Ricoh IM C series, including:

- Superior duplex performance, printing faster on both sides of the sheet—even in A3—than on one side.
- Advanced multitasking capabilities allow the devices to process print jobs, print, and scan simultaneously at full speed in DataMaster's busy office tests. Ricoh IM C's handled 15 incoming print jobs at once and completed them all at their rated speeds, without any slowdown during image processing.
- Uninterrupted job handling, enabling walk-up users to carry out complex scan jobs while printing continues in the background.
- Continuous printing with smart paper source switching, powered by Ricoh's rapid induction fuser technology and precision design.
- Intelligent queue management helps prevent print job blockages and keeps office workflows running smoothly.

The DataMaster award reinforces Ricoh's position as a trusted technology partner, dedicated to helping organisations work smarter through innovation, reliability, and environmental responsibility.



First introduced in 2023, the RICOH IM C series is designed to meet the evolving needs of digital workplaces.



### food for thought

## THE GREATEST THING SINCE... THE INVENTION OF SLICED BREAD

Let's be honest—few things are more satisfying than a warm, perfectly toasted slice of bread, golden on the edges, soft in the middle, and ready for butter or jam. We take it for granted now, but once upon a time, if you wanted sliced bread, you had to grab a knife and do it yourself. And if your slices came out uneven? Well, tough crust. So how did sliced bread come to be? And why is it considered such a monumental invention that we still say something is "the best thing since sliced bread"?

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from my desk

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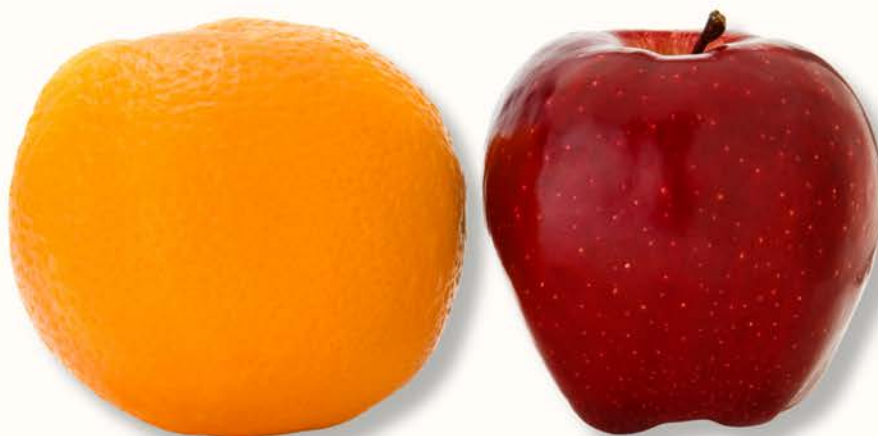
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# ONE VENDOR OVER ANOTHER

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I've worked with vendors who, though not the cheapest, offered added services like training, usage data insights, or flexible terms that made our operations smoother and more successful. These are things you can't always measure in dollars—but you certainly feel their absence when they're gone.

## The Real Differentiators

A vendor's responsiveness and communication style matter—often more than we realize at the start. When something goes wrong, I want a partner, not just a supplier. Vendors who are easy to reach, transparent in their processes, and quick to address issues tend to earn repeat business, even if their prices are slightly higher. Trust is another critical factor. I've continued doing business with vendors who've owned up to mistakes and fixed them quickly, rather than pointing fingers. It shows integrity. On the flip side, I've ended relationships with vendors who hid problems or delivered less than they promised—even if they were cheaper.

## Long-Term Thinking

Making a decision based on price alone is often short-sighted. As a customer, I weigh how this vendor will support our goals over time. Are they invested in our success? Do they anticipate our needs? Can they scale with us? When the answer is yes, I'm willing to pay more, because I see the long-term benefit.

It's the difference between a transactional relationship and a strategic partnership.

## Conclusion: It's About More Than Price

So, is it always about price? From a customer's perspective—absolutely not. Price may be the conversation starter, but it's far from the deciding factor. Reliability, communication, value-added service, and trust are what truly make a vendor stand out. In the end, I choose vendors who make my business stronger, more efficient, and more resilient. That's something no discount can beat, and it is the way we hope our customers view their relationship with WJ Office.



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your printing

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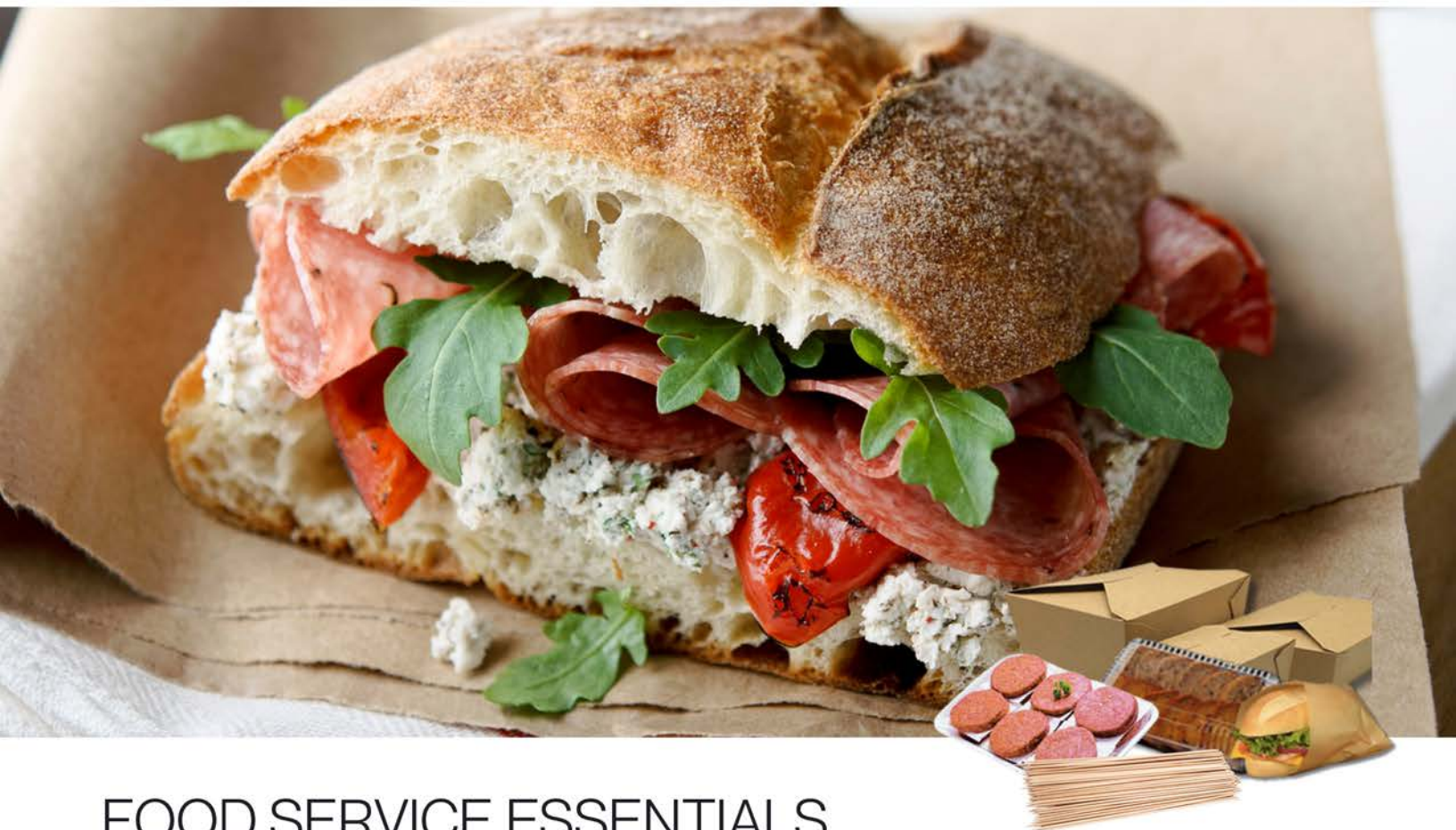
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# PRODUCT CLEARANCE



## FOOD SERVICE ESSENTIALS

### PATTY PAPER

5.5 inch X 5.5 inch, grease and moisture resistant properties, for manual or automatic use. 1,000 sheets/pack.

**MCN105430**  
Clearance Price \$6.07



### CLEAR CONTAINER

Perfect for delis, concession stands, food trucks, cafes, and any food service establishment. xxx/pack.

**DCCC90PSTI**  
Clearance Price \$75.88



### 4.5 INCH SKEWERS

Perfect for food prep and grilling. Sturdy, reliable support during cooking or serving 1,000/box.

**RUSR815**  
Clearance Price \$6.25/Box



### TAKEOUT BOXES

Natural kraft paper. Perfect for takeout or leftover food. Available in 4.9 x 3 x 2.5 inch size. 450/case.

**EMPFDBX1K**  
Clearance Price \$52.47



### HINGED CONTAINER

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**RJSYCI82030**  
Clearance Price \$54.41



### 12 x 12 SANDWICH WRAP

Perfect blend of durability and presentation—ideal for deli sandwiches, burgers, or snacks on the go. XXX/case.

**BGC057850**  
Clearance Price \$121.47



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food for thought

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In 1917, he built his first bread-slicing machine. Just when things were looking up, tragedy struck.

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# A SLICE OF HISTORY

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His prototype and blueprints were destroyed in a fire. It took him over a decade to recover and rebuild. But Otto wasn't the kind to give up easily.

Finally, in July 1928, his fully functional machine was installed at the Chillicothe Baking Company in Chillicothe, Missouri. That July, the company started selling Kleen Maid Sliced Bread—the very first pre-sliced loaves ever sold commercially.

## **The Reaction? People Ate It Up**

At first, some folks were skeptical. Bakeries worried the slices would go stale faster. Housewives wondered if it was lazy. But it didn't take long before sliced bread started flying off the shelves. The loaves were consistent, easy to use, and perfect for sandwiches and toasters—which were also rising in popularity.

By 1930, Wonder Bread jumped on the bandwagon and began selling its now-iconic pre-sliced loaves. The rest is, quite literally, history.

## **Why It Mattered So Much**

It might seem small now, but back then, sliced bread was a game-changer. It made breakfast faster, sandwiches easier, and lunchtime more convenient. It was one of those practical innovations that quietly reshaped everyday life. It also signaled the beginning of the convenience food revolution—a movement that would eventually lead to pre-packaged everything: salad kits, microwave meals, and yes, even peanut butter and jelly in the same jar.

## **The Phrase That Stuck**

So where did the phrase “the best thing since sliced bread” come from? That one popped up around the 1950s as people reflected on just how handy it really was. Suddenly, anything impressive—from television to velcro—was being compared to sliced bread.

It's become a cultural catchphrase. Funny how something as simple as a loaf of bread could become the standard by which we measure all great ideas.

## **So, What's the Takeaway?**

Next time you pop a slice in the toaster or make a sandwich in seconds, give a little nod to Otto Rohwedder. He turned an ordinary loaf into a modern marvel—and gave us a phrase that still makes people smile nearly a century later. Because sometimes, the best ideas really are the ones that make life just a little easier.





# PRODUCT CLEARANCE



## JAN-SAN ESSENTIALS

### DYE--FREE LIQUID DISH DETERGENT

Seventh Generation Professional Dish Liquid Refill Free & Clear formula. Sold in a convenient ready to use 25 oz.

**SEV47718CT**  
**\$108.49**



### MICROFIBER CLOTH, 16 X 16

Lifts the dirt or wax from the surface being cleaned. May be used wet or dry and washed up to 500 times. Lint free.

**MFBLUE**  
**\$8.52**



### SCOTT ESSENTIAL HIGH CAPACITY HARD ROLL PAPER TOWELS

8" Width x 950 ft Length - 1 3/4" Core - White. Compatible with Scott Purple Core Manual and Electronic Hard Roll Dispensers (not included).

**KCC02008CT**  
**\$78.23**



### FINISH POWERBALL DISHWASHER TABS

94 Box - 4/Cartron. Pre-measured dose of detergent to eliminate guesswork. Dissolves completely so no need to pre-soak or pre-rinse.

**RAC97330CT**  
**\$82.15**



### BAR GLASS CLEANER

Powdered detergent designed for use with electric and manual brush cleaners. Electric brush detergent. Removes lipstick.

**MLB2320000**  
**\$52.21**



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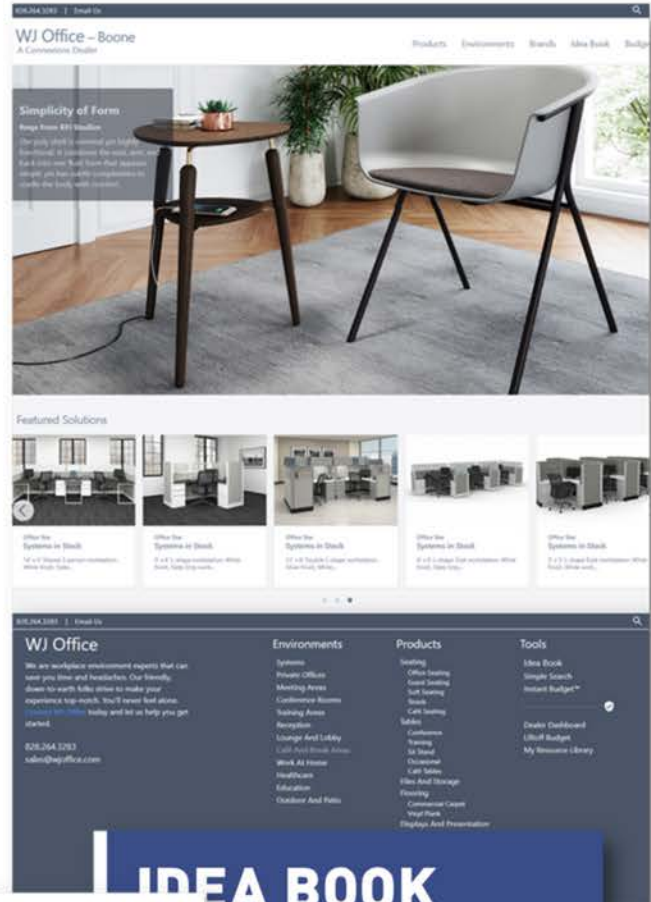


# your space

WJ OFFERS A NEW WAY TO VISUALIZE AND FURNISH YOUR WORKSPACE

Shopping around for furniture can be a time-consuming task when you have so many things to do and even less time than ever before. It's also a little difficult to see what's available in style, aesthetics and price without walking around showrooms or flipping through catalogs during your lunch break.

We've changed that with a whole new connection that you can make online, anytime. Just visit our **WJ Connexions** website where you may view the many options available to you depending on your environment or budget. The site offers some amazing tools including a digital Idea Book and Instant Budget builder that can help you narrow your search down based on parameters you set.



FIND YOUR CONNEXION AT [WJOFFICE.COM/MID-MARKET-FURNITURE](http://WJOFFICE.COM/MID-MARKET-FURNITURE)





The Ream Team (left to right): Russ Kasey, Brian Kivett, Mike Gaddy, Brad Rambo and Nate McClellan.

## 59 COPIERS IN FOUR DAYS

Over four years ago, the WJ Office Copier Division won a large bid on a project for several printers on lease. This was a key client in health care, and we did everything possible over the four-year term to demonstrate our ability to be the best option for print. Our response times were unbeatable. We provided an experienced technical team that was courteous at all times, and we earned a reputation for resolving equipment issues on the first visit. Our team learned that “fixing the customer” was just as important as fixing the equipment.

As the expiration date on the lease approached, new management decided to evaluate other options as well. A larger competitor appeared. Both of us presented options with advantages to either one.

We presented a scenario that would save the client thousands of dollars every month merely by replacing the older equipment with newer more efficient models.

Our competitor on the other hand recommended an option based on paying only for the copies and prints made with the promise of lower cost. This offer was based on installing used equipment. The issue was that it would take them months to secure the necessary equipment requiring the client to continue making higher payments for several months into the future with the hope of possibly saving money after that.

Well, in the end, the client was more comfortable with WJ Office’s solution that could be implemented immediately and

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## 59 PRINTERS IN 4 DAYS

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provided for guaranteed savings along with a level of service that could not be matched by the competitor.

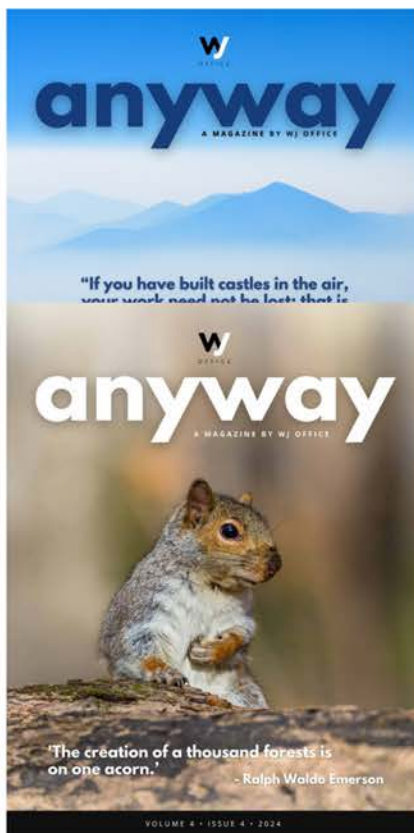
It's great to win the business; it's another great win when you perform beyond what you (or the client) thought was possible and save the client tons of money.

After receiving the equipment and setting it up for installation, the WJ technical team consulted

with the client's management and IT staff. An installation schedule was booked. I thought it was aggressive, but the team completed it in just four days with training included. That was 59 copiers by the way, old ones out, new ones in. Quite an achievement.

So, when you're ready to upgrade, WHY NOT WJ? EXPERIENCE THE WHITE GLOVE TREATMENT EACH DAY AT WJ!

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