



anyway

A MAGAZINE BY WJ OFFICE

**“If you have built castles in the air,
your work need not be lost; that is
where they should be. Now put the
foundations under them.”**

Henry David Thoreau

FROM MY DESK SPOKES IN A WHEEL

BY NEVILLE CHANEY

There are many ways to look at a business organization. In my 52 years in the workforce, I've witnessed many business models and observed how organizations operate. I often ask myself, "How do they make money and keep customers coming back?" I've come to realize that successful companies look at their business through the eyes of the public they serve.

According to my research, 20% of businesses fail in the first year, 50% fail by year five, and 65% by year 10. WJ Office started in 1976 so this December will mark our 49th year. I've learned many lessons during that time, and I've realized that certain principles don't change. The old axiom "find a need and fill it" is one we've kept in mind while serving our customers. Another is realizing that needs in the marketplace change. Over time, I've learned to be willing to change and to be ready to abandon the parts of the business that are no longer as relevant to our clients.

Finding the right people and getting them "on the bus" is one of the basic tenets we operate on. We also strive to ensure that each employee understands how important he or she is to the business and how our success relies on them.

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VOLUME 5 • ISSUE 2 • 2025

03

WHAT IT MEANS TO BE THE BEST OF THE BEST OFFICE OUTFITTER

Being named the Best of the Best office outfitter in Watauga County, North Carolina, is more than just a flattering title—it's a meaningful recognition that reflects dedication, consistency, and an unwavering commitment to customer satisfaction. For any business serving the High Country, earning this distinction is a true honor, made even more special because it comes from the community itself.

Watauga County is home to a diverse mix of businesses—from bustling Boone startups to long-standing institutions in Blowing Rock and the surrounding areas. These businesses depend on reliable, efficient office spaces to keep things running smoothly. So, being named the top outfitter means you're not only providing desks and chairs—it means you're helping the local business community operate at its best.

It Starts With Service

One of the biggest reasons customers cast their votes is service. In today's fast-paced world, office needs can't always wait. Whether it's furnishing a new office, upgrading outdated workstations, or customizing layouts for better productivity, businesses want a partner who listens, responds quickly, and gets the job done right.

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ANYWAY

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Spokes in a Wheel

Finding the right people, getting them in the right roles, investing in their development and empowering them to think on their feet leads to a business that meets its customers' needs

03

Why Stringent Disinfectants Are Vital Today

A quick rundown on the most effective disinfectants you may use in your workspace.

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What it Means to be the Best of the Best

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Thank You!

As we celebrate 49 remarkable years in business, we at WJ Office find ourselves reflecting on the journey that brought us here—and more importantly, on the people who made that journey possible.

To our customers across North Carolina—from the breathtaking High Country to the vibrant communities of the Piedmont and beyond—we want to extend our deepest gratitude. Your trust, loyalty, and continued support have been the driving force behind every step of our growth.

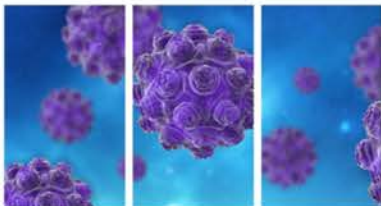
When WJ Office first opened its doors, we had a simple mission: to provide reliable office solutions with personalized service that puts people first. Nearly five decades later, that mission remains unchanged—but it has grown stronger because of you. Whether you've been with us since the early days or just recently joined our community, you've played a vital role in shaping who we are today.

We've had the privilege of serving businesses big and small, schools, local governments, and organizations that are the heart of this great state. We've watched communities grow, industries



your health

WHY STRINGENT DISINFECTING IS VITAL TO A HEALTHIER WORKPLACE



We often think of workplace wellness in terms of ergonomic chairs, standing desks, or even mental health days—but one of the most powerful (and overlooked) tools in reducing employee sick days is a solid disinfecting routine.

Viruses like the flu, measles and even the common cold can survive on hard surfaces for hours, sometimes days. Think about how many hands touch doorknobs, break room counters, elevator buttons, and shared keyboards in a single day. Without regular and thorough disinfecting, those surfaces can become silent transmitters of illness.

A stringent disinfecting protocol—meaning consistent cleaning with EPA-approved products, especially in high-touch areas—can drastically reduce the spread of viruses in the workplace. Fewer sick days, fewer interruptions to productivity, and a more reliable team.

It's not just about deep-cleaning when someone gets sick. It's about building a daily habit that protects everyone in the building, whether it's flu season or not. In the end, keeping your workplace clean isn't just about appearances—it's a frontline defense against illness. A disinfected space is a safer space. And that benefits everyone.

VOLUME 5 • ISSUE 1 • 2025



StOnIt • Seating®

StOnIt Seating is proud to source that a selection of products are now GreenHealth Approved, giving healthcare facilities reliable, high-performance seating solutions that align with the environmental and biocompatible standards. GreenHealth Approved elicits meet rigorous criteria set by Health Care Roundtable and Practice Environment, ensuring that materials and manufacturing processes support healthier environments for patients, staff, and communities.

With this approval, StOnIt Seating strengthens its commitment to sustainability and innovation within the healthcare space. Healthcare designers, facility managers, and procurement professionals can now specify StOnIt Seating products with confidence, knowing they meet strict environmental benchmarks without sacrificing style, comfort, or durability. The GreenHealth Approved seal was added to the Environmental Protection Agency's Recommendations of Specifications, Standards, and Ecolabels for Federal Purchasing in December.

**GREENHEALTH
APPROVED
SOLUTIONS
NOW
AVAILABLE
FROM SITONIT
SEATING**



VOLUME 5 • ISSUE 2 • 2025



FROM MY DESK SPOKES IN A WHEEL

BY NEVILLE CHANEY

There are many ways to look at a business organization. In my 52 years in the workforce, I've witnessed many business models and observed how organizations operate. I often ask myself, "how do they make money and keep customers coming back?" I've come to realize that successful companies look at their business through the eyes of the public they serve.

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SPOKES IN A WHEEL

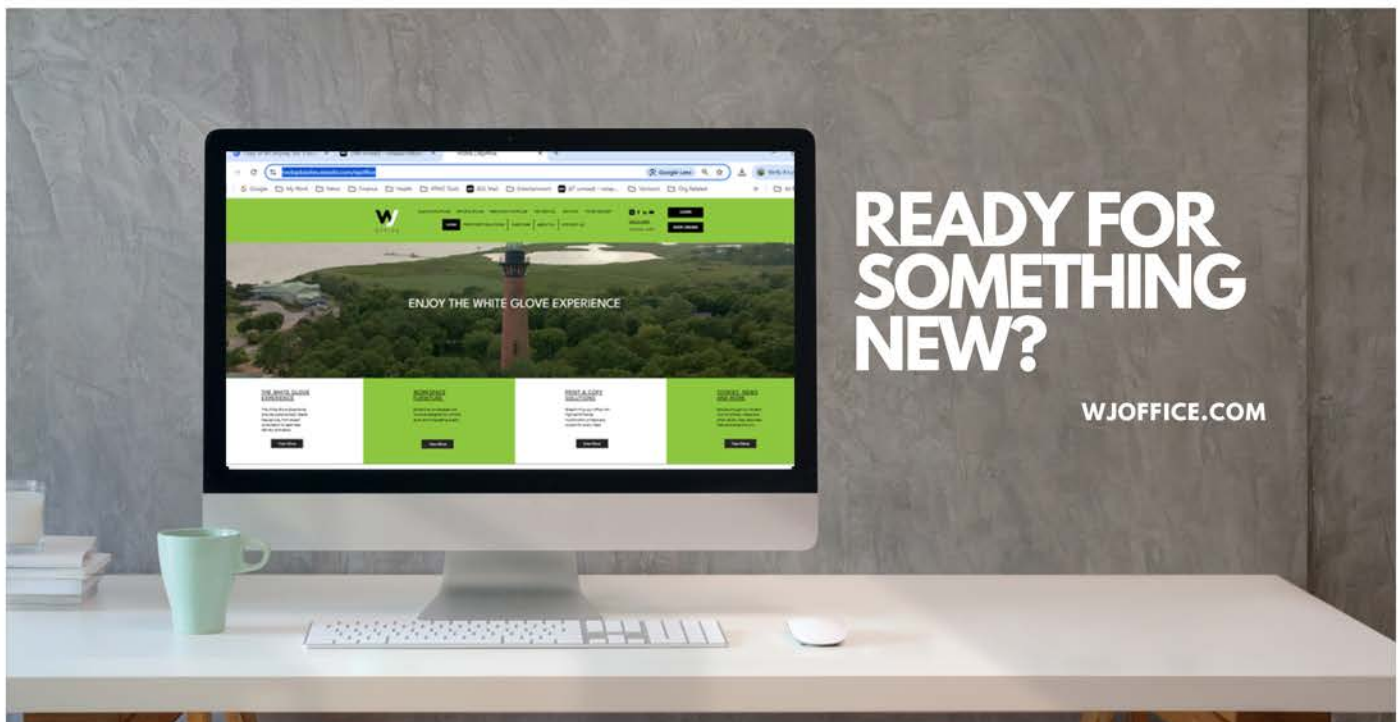
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1 Corinthians 12:14 says “For the body is not one member, but many.” We could also use the analogy of “spokes in a wheel.” Each wheel spoke is vital to the proper functioning of the wheel. I have had employees who were hired for one position only to realize that they weren’t a good fit, though the employee was someone we wanted on the team. When we’ve had the “right person” in the wrong job, we’ve made a change. In many cases, that person became an excellent fit in a different role. These changes have allowed us to expand our business without expanding our head count.

Outsourcing certain roles has been another way we’ve grown our business without increasing our fixed monthly expenses. Finding excellent installation companies for our furniture projects that are away from our home base enables us to deliver office products, break room items, restaurant supplies, and janitorial products

each day to the Boone market, twice a week to Avery and Ashe counties, and three times a week to Caldwell, Catawba, and Burke counties. This has also allowed us to focus our resources on copier and printer deliveries. Finding contractors that have “like minded” business philosophies and finding new revenue centers such as office moves, and managed print services have allowed WJ Office to become the most complete business of its kind in the state.

At the end of the day, it is all about the people in the business. Finding the right people, getting them in the right roles, investing in their development and empowering them to think on their feet leads to a business that meets its customers’ needs and continues to grow. The people in the business are the spokes that make the wheel turn and help us serve the customers that are the lifeblood of the business.



ENJOY

THE WHITE GLOVE EXPERIENCE OF THE WJ WAY



THE MOST COMPREHENSIVE OFFICE SUPPLIER IN NORTH CAROLINA.

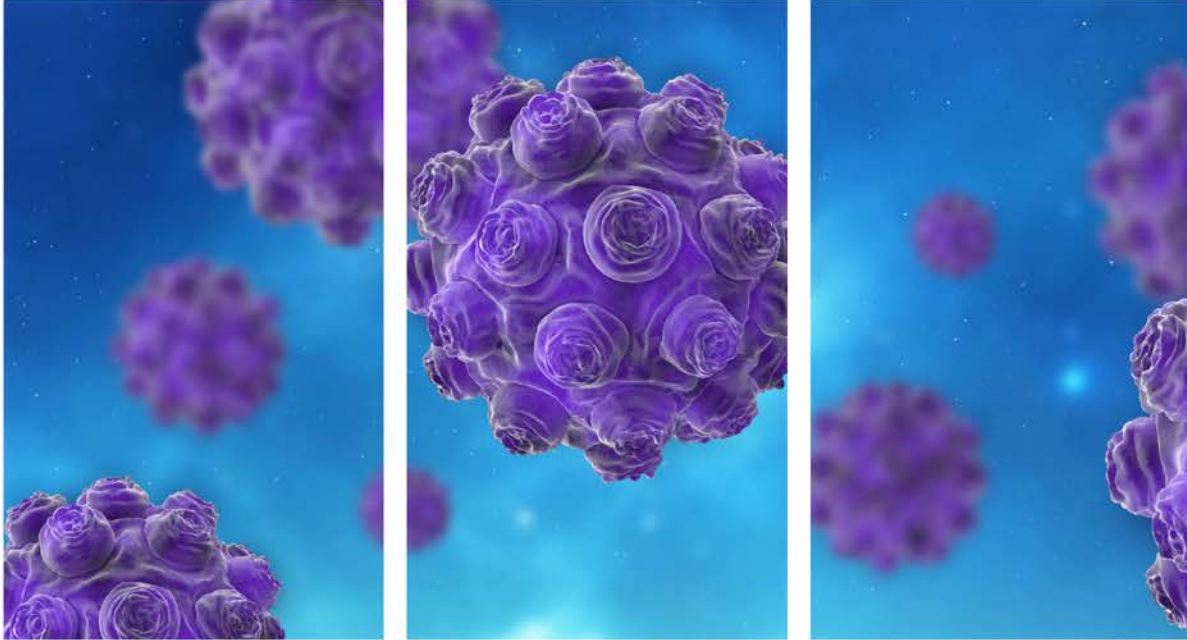
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your health

WHY STRINGENT DISINFECTING IS VITAL TO A HEALTHIER WORKPLACE



We often think of workplace wellness in terms of ergonomic chairs, standing desks, or even mental health days—but one of the most powerful (and overlooked) tools in reducing employee sick days is a solid disinfecting routine.

Viruses like the flu, measles and even the common cold can survive on hard surfaces for hours, sometimes days. Think about how many hands touch doorknobs, break room counters, elevator buttons, and shared keyboards in a single day. Without regular and thorough disinfecting, those surfaces can become silent transmitters of illness.

A stringent disinfecting protocol—meaning consistent cleaning with EPA-approved products, especially in high-touch areas—can drastically reduce the spread of viruses in the workplace. Fewer sick days, fewer interruptions to productivity, and a more reliable team.

It's not just about deep-cleaning when someone gets sick. It's about building a daily habit that protects everyone in the building, whether it's flu season or not. In the end, keeping your workplace clean isn't just about appearances—it's a frontline defense against illness. A disinfected space is a safer space. And that benefits everyone.



**Seventh Generation Disinfecting
Multi-Surface Streak-Free Cleaner**

Kills 99.99% of germs botanically. Cleans and disinfects in one easy step. Streak-free spray for easy cleaning. Deodorizes and effectively controls odors on hard, non-porous surfaces. No rinsing or wiping is required, even on food contact surfaces.

Price (Individual) #SEV22810.....\$7.99
Price (Case of 8) #SEV22810CT.....\$59.99



**Professional Lysol Crisp Linen Scent
Disinfectant Spray**

Kills 99.9 percent of viruses and bacteria, including the virus that causes COVID-19 and cold and flu viruses when used as directed. Help protect high-traffic areas and high-touch surfaces. Just spray on surface and let air-dry.

Price (Individual) #RAC74828.....\$12.49
Price (Case of 12) #RAC74828CT.....\$142.39



**PURELL Professional Surface
Rinse-Free Disinfectant**

Kills 99.9% of norovirus, E coli, Salmonella and human coronavirus. Proven on most hard and soft surfaces. No rinse required. Ideal for disinfecting desks, tables, counters, chairs and more. Ready to use, 32 oz spray bottle. Fresh citrus scent.

Sold in Case of 12 #GOJ334206.....\$44.59



**Clorox Healthcare Fuzion
Cleaner Disinfectant**

Kills C. diff spores in two minutes, the fastest kill time available, and eliminates more than 60 pathogens. Kills Healthcare Associated Infections-causing pathogens in two minutes or less. Effective against outbreak-causing viruses, emerging viral pathogens, MRSA and VRE.

Price (Individual) #CLO31478.....\$19.99
Price (Case of 9) #CLO31478CT.....\$174.99



SitOnIt Seating is proud to announce that a selection of its products are now GreenHealth Approved, offering healthcare facilities sustainable, high-performance seating solutions that align with today's environmental and health-conscious standards.

GreenHealth Approved products meet rigorous criteria set by Health Care Without Harm and Practice Greenhealth, ensuring that materials and manufacturing processes support healthier environments for patients, staff, and communities.

With this approval, SitOnIt Seating strengthens its commitment to sustainability and innovation within the healthcare space.

Healthcare designers, facility managers, and procurement professionals can now specify SitOnIt Seating products with confidence, knowing they meet strict environmental benchmarks without sacrificing style, comfort, or durability.

The Greenhealth Approved seal was added to the Environmental Protection Agency's Recommendations of Specifications, Standards, and Ecolabels for Federal Purchasing in December.

GreenHealth Approved Solutions Now Available from SitOnIt Seating

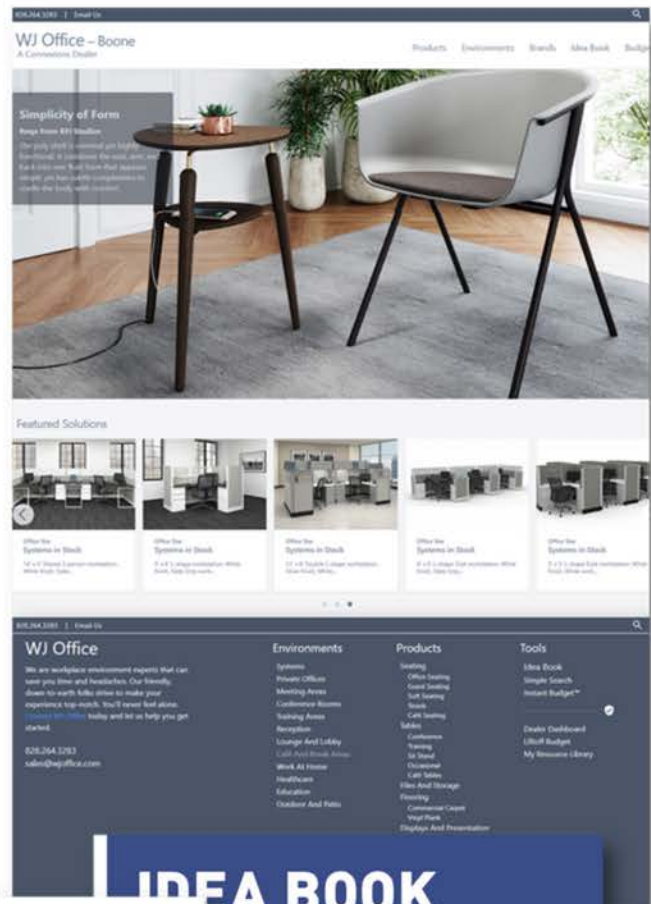


your space

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



WHAT IT MEANS TO BE THE BEST OF THE BEST OFFICE OUTFITTER

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THE BEST OF THE BEST OFFICE OUTFITTER

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The best office outfitter doesn't just deliver products—they offer solutions. They bring design expertise, flexibility, and a friendly approach that puts customers at ease. When something goes wrong, they fix it fast. When something needs to be installed, they show up prepared. That kind of reliable service builds trust—and trust wins votes.

A Commitment to Quality

Being named the best means customers recognize quality, not just in the products offered, but in every part of the experience. From ergonomic chairs that help employees work more comfortably to thoughtfully designed conference tables that help ideas flow more freely, great office outfitting is all about empowering people to do their best work. And the best outfitters know their products inside and out. They guide customers toward choices that suit their needs, budgets, and aesthetics, never cutting corners or pushing unnecessary extras. They're partners, not just providers.

Deep Community Roots

Another reason this title matters is its local flavor. Watauga County is a tight-knit place, where word-of-mouth and relationships still matter. Earning the trust of this community takes more than an attractive catalog—it takes years of showing up, giving back, and becoming a familiar name. The best office outfitters are the ones who invest in local schools, sponsor small events, and take pride in the people and places they serve. They're rooted here—and that shows.

A Reflection of Customer Appreciation

At its core, being voted Best of the Best is a thank-you from the people who matter most: the customers. It's their way of saying, "You've made our work lives easier, better, and more productive. We see the effort you put in—and we appreciate it." It's not just an award—it's a relationship reaffirmed.

The recognition isn't a stopping point—it's motivation to keep exceeding expectations and raising the bar. After all, when the community names you the best, the only thing left to do is keep proving them right.

Thank You!

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We've had the privilege of serving businesses big and small, schools, local governments, and organizations that are the heart of this great state. We've watched communities grow, industries evolve, and technology transform the way we work—and through it all, you've allowed us to grow right alongside you.

As we look ahead to our 50th year and beyond, we remain committed to delivering the same exceptional service, trusted expertise, and community-focused values that you've come to expect. We're not just proud to be a part of your story—we're honored to continue writing it with you.

From all of us at WJ Office: thank you for 49 incredible years. We can't wait to see what the future holds, together.

With sincere appreciation,

THE WJ OFFICE TEAM

