



wj

OFFICE

anyway

A MAGAZINE BY WJ OFFICE

'Energy and persistence conquer all things.'

- Benjamin Franklin



anyway

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COVER: CORNUS FLORIDA, THE FLOWERING DOGWOOD
OFFICIAL FLOWER OF NORTH CAROLINA



from my desk

CHOOSING PARTNERS

BY NEVILLE CHANEY

When you consider the concept of choosing partners, you are bound to have a variety of reactions. In one dynamic of your life, it involves a person with whom you will spend the rest of your life as in a marriage. In business, it impacts the individual or group that will collaborate with you on behalf of a key project or the entire organization as a whole.

In the dynamic landscape of business, the choice of supplier partners plays a pivotal role in the success and sustainability of an enterprise. Whether you're a small startup or a multinational corporation, selecting the right supplier partner can significantly impact your operations, customer satisfaction, and bottom line.

Here, we delve into the crucial aspects we at WJ Office have experienced when choosing a supplier partner throughout our history.

Continued on next page

from my desk



Continued from previous page

In my 47+ years in this business, I've made good choices and some that I would certainly like to forget. The best decisions, like a marriage, can be blissful, full of trust and fulfillment, or very painful.

I speak from experience on this. For example, before WJ Office sold copiers, we were fully committed to typewriters. Well, when that technology slid off its peak, we had to examine other options. In the 1990s, the PC business was still a tough business to crack for several reasons no least of which was finding qualified folks who could support end users. Copiers, however, were common among our customers, and we were confident we could develop the capacity to support sales in this new segment.

With that in view, our next questions were in plain sight. Who do you choose when you are the newcomer in a given area? Who would choose you and allow you to represent them? The options were limited, but we conducted a very measured and logical search and then made a choice. It was a viable choice at the time, but in time we realized that it was tough to grow this business with only three mountain counties in which to market their products. We were also restricted from selling their copiers in many of the other counties in which we sold other products.

In 2002, a representative from the Savin brand of Ricoh called me and asked if I was interested in adding another line. My answer was "yes" if I could get authorization in Wilkes, Caldwell, Burke, and Catawba.

As it turned out, the reason that he was calling me was because the Savin dealer in my territory was sold to Toshiba. That copier company was marketing its products directly to end users in the area. The Savin rep knew his customer base would run dry if he didn't get another dealer in place for the line. So WJ Office took on the Savin line, giving us a strong product offering and leverage with the original copier vendor who had been taking us for granted and whose support had deteriorated significantly over the years.

Twelve years later we added Samsung, a brand that had gained some traction in the printing marketplace. It had a good recommendation from another copier dealer we knew fairly well at the time. Long story short, it was a mistake. Samsung products were a disappointment, yet that situation gave us an inside track to becoming an authorized HP Premier dealer.

This has been a key part of our continued growth, not only in copiers and printers, but also the managed print part of our business. It also keeps Ricoh "on its toes" when dealing with us because we have a second very outstanding line of products that we can move to if we need to and vice versa. That's one of the benefits of being an independent dealership.

So, in summary, just like in life, choosing partners in your business is critical to fulfillment and success. You don't always get it right the first time, but if you keep looking, that right partner or partners are there to help you achieve your goals.

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ENJOY THE WHITE GLOVE EXPERIENCE OF THE WJ WAY! WHEN IT'S TIME TO REFRESH YOUR RESTROOM WJ OFFICE IS HERE FOR YOU. WE HAVE PAPER AND SOAP DISPENSERS, FLOOR CARE, DISINFECTANTS AND ODOR CONTROL SOLUTIONS THAT WILL MAKE YOUR FACILITY FRESH, CLEAN, AND SAFE. OUR LINEUP INCLUDES ECO-FRIENDLY CLEANSERS IN READY-TO-USE BOTTLES OR IN CONCENTRATED SOLUTIONS THAT MANY OF OUR CUSTOMERS USE WITH AN INNOVATIVE DILUTION STATION FOR EASY

AND ECONOMICAL CLEANING. THAT'S JUST THE SURFACE OF IT ALL. WE HAVE YOU COMPLETELY COVERED WITH EVERYTHING FROM AIR PURIFICATION SYSTEMS TO SCRUBBIES PLUS THE DIRECT KNOW-HOW TO HELP YOU ANYTIME YOU ARE NOT SURE WHICH PRODUCT BEST FITS YOUR JAN SAN NEEDS. AND TO MAKE YOUR SOURCING THAT MUCH EASIER, YOU MAY USE OUR ONLINE PLATFORM OR JUST TEXT US YOUR ORDER WHEN YOU'RE READY TO BUY. TRY US. YOU'LL BE GLAD YOU DID!

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WJ OFFICE AMONG THE BEST OF THE BEST

Approximately 300 guests gathered in Appalachian State University's Grandview Ballroom for a ceremony to celebrate the winners of the 15th annual Watauga Democrat Best of the Best awards, and WJ Office was there to accept the honor for office outfitters. The April event is a significant celebration of local businesses. Award winners in more than 150 categories were selected by Watauga Democrat readers. Neville Chaney and his wife Trimella represented WJ Office at the 2024 gathering.

SPEAKING OF OFFICE OUTFITTING

See these black office chairs in the photo on the right? They are part of an order that you just don't get fulfilled by any other office outfitter. They were part of a project WJ Office handled for a local customer that needed 325 of these delivered and installed in one day.

With an "all-hands" approach we accomplished this with additional help from our service manager, warehouse manager, office products specialist and two copier technicians.





your team

Kristina Skinner



At WJ Office, Kristina Skinner often gets referred to as a quarterback, most often by her boss Nate Chaney who heads up the Furniture Division. Well, based on what she does, the title fits.

Kristina is a project coordinator at WJ Office. She's the one who calls the shots once a furniture order is closed and coordinates everything involved in getting the ball downfield. In her case, installation is the endzone. And you can be sure there are just as many moving parts in that as you would find on any football field. Maybe even more. Let's see, furniture manufacturers (as many as seven on some orders), installers, POs for each, scheduling, warranty management, invoicing and so on with never a chance at punting anything away.

"Sure it's a lot to manage, but I love it," Kristina says of her job. "I'm used to multitasking - pretty much all of the time."

That's certainly true. At home, Kristina has two teenage sons Caleb and Ryan, two big "toddler-minded" dogs, a 5k race coming up in August plus a pretty decent baking hobby that yields some very fine cupcakes.

Born and raised in North Carolina, Kristina lives and works in Asheboro. She joined WJ in March 2023 after having been a customer service representative for a furniture manufacturer. In fact, WJ Office was one of her largest clients and "one of my favorites," she adds.

After just a little over a year here, Kristina has settled in very well with the WJ family, one she says really does feel like a family.



Kristina with her two sons, Caleb (left) and Ryan (right).

"I've worked at companies before that use the phrase "we're a family here" and many companies generally prove otherwise," she says. "Well, at WJ I this is the first time where I've believed it and felt it. I really do love working here."

And that's a little more about Kristina Skinner, Taylor Swift fan, avid runner, baker and project coordinator at WJ.

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.

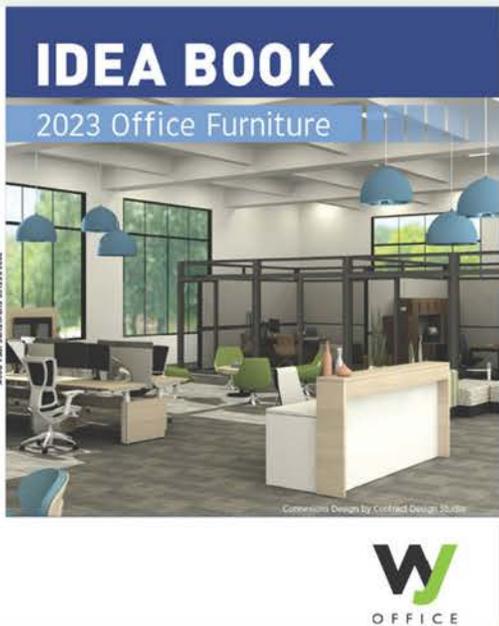
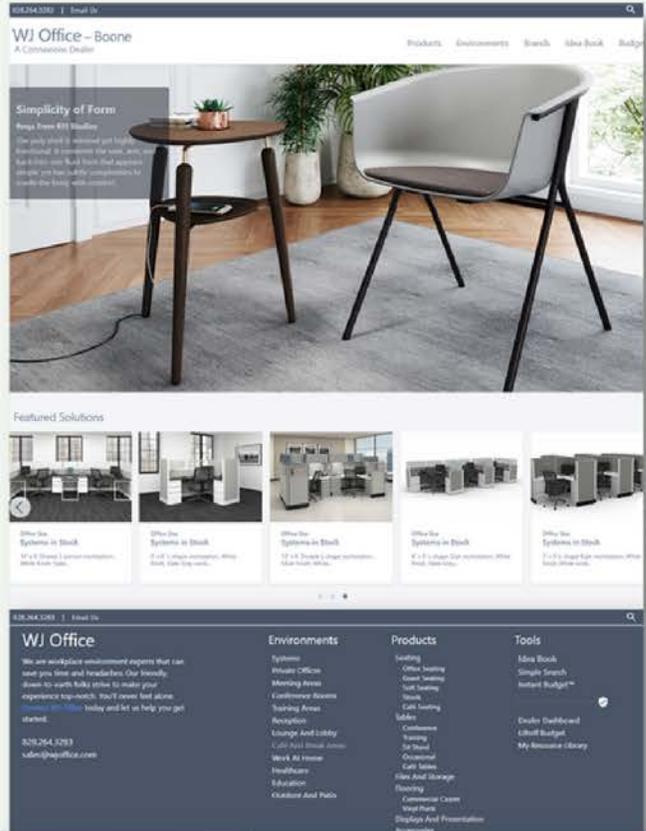


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keeping it clean

HOW TO CLEAN MICROFIBER CLOTH

Microfiber cloths are essential tools for cleaning due to their excellent ability to trap dust, dirt, and grime. However, to maintain their effectiveness, it's crucial to clean them properly. Here's a simple guide to ensure your microfiber cloths stay in top condition.

Shake Out Debris

Before washing, take your microfiber cloths outside and give them a good shake. This will help remove loose dirt and dust particles, preventing them from contaminating your washing machine.

Separate and Sort

Sort your microfiber cloths by color and usage. Avoid mixing heavily soiled cloths with those that are lightly used. This prevents dirt and grime from transferring between cloths during the wash.

Use a Gentle Detergent

Microfiber cloths should be washed with a mild, fragrance-free detergent. Harsh chemicals, fabric softeners, and bleach can damage the fibers and reduce their effectiveness. Use a small amount of detergent to avoid residue build-up.



keeping it clean

Continued from previous page

Choose the Right Washing Method

Microfiber cloths can be washed by hand or in a machine. Here's how to do both:

- Machine Washing:
 - Set your washing machine to a gentle or delicate cycle with cold or warm water.
 - Place the microfiber cloths in the machine, avoiding overloading to ensure thorough cleaning.
 - Add the detergent and start the wash cycle.
- Hand Washing:
 - Fill a basin or sink with warm water and add a small amount of detergent.
 - Submerge the microfiber cloths and gently agitate them with your hands to loosen dirt.
 - Rinse the cloths thoroughly under clean water until no suds remain.

Rinse and Check for Residue

After washing, rinse the cloths well to remove any detergent residue. Residue can attract dirt and reduce the cloth's cleaning effectiveness.

6. Air Dry or Low Heat Dry

Microfiber cloths should be air-dried or tumble-dried on a low heat setting. High heat can damage the synthetic fibers, causing them to shrink or melt. To air dry, simply hang the cloths on a line or lay them flat.

7. Store Properly

Once dry, fold and store your microfiber cloths in a clean, dry place. Avoid storing them in damp or humid areas to prevent mold and mildew growth.

By following these steps, you can keep your microfiber cloths clean and extend their lifespan, ensuring they remain effective for all your cleaning needs.



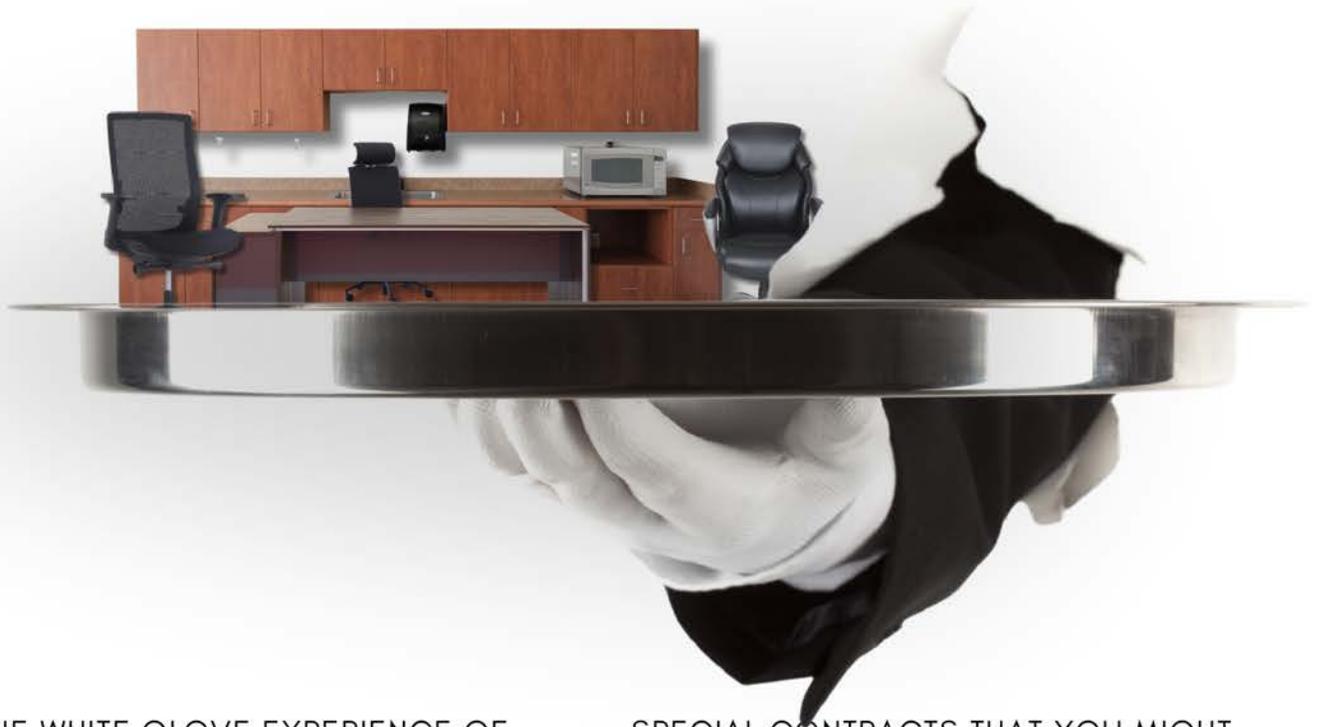
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ENJOY THE WHITE GLOVE EXPERIENCE OF THE WJ WAY! ONCE YOU EXPERIENCE SOURCING YOUR FURNITURE THROUGH WJ OFFICE, IT'LL BE VERY DIFFICULT TO RETURN TO YOUR FORMER VENDORS. WJ'S EXPERIENCED PERSONNEL AND REFINED PROCESSES CAN HELP WITH BUDGETS AND

SPECIAL CONTRACTS THAT YOU MIGHT QUALIFY FOR. WE PROVIDE LOGISTICS, COMMUNICATION, INSTALLATION, MOVING AND MORE! SEE WHY OUR DELIGHTED CLIENTS CONTINUE TO CHOOSE THE WHITE GLOVE EXPERIENCE OF THE WJ WAY FOR ALL THEIR OFFICE FURNITURE REQUIREMENTS.

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FROM ALL OF US HERE AT THE HUNGER AND HEALTH COALITION

THANK YOU

Dear Mike and WJ,

We have to take a minute to thank you again for your incredibly kind donation of all the cutlery and 90 containers for Empty Bowls. When Mike arrived we had tears in our eyes. You just don't know how much it meant to all of us. We feel so incredibly supported by you all and we are so grateful for our partnership with you. Please send our love to your entire team and know that this incredible gift made a huge difference in our efforts!



With Warmth,

Jenn Bass
Executive Director
Hunger and Health Coalition