

wj

OFFICE

anyway

A MAGAZINE BY WJ OFFICE

making molehills
out of mountains

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WJ

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anyway

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cover photo:
Grandfather Mountain

from my desk

DELIVERING THE GOODS

BY NEVILLE CHANEY

"Nothing happens until somebody sells something."

This has always been my mantra throughout my sales career, and it's been one I've held onto since I started WJ Office. Recent times have given me reason to amend that phrase with the idea that somebody must also deliver it!

According to published reports, the US currently faces a shortage of truck drivers by an estimated 80,000! If someone would have predicted this years ago I would not have believed it. Why the shortage? Well, it is obviously a difficult profession (especially for the long-haul truck drivers). Spending so much time on the road is difficult on the body, the mind, and it's extremely difficult to maintain relationships with family members and friends.

Another report places 72% of all freight on trucking. No wonder our highways and bridges are constantly needing repair.

The COVID-19 pandemic reminded us of how much we depend on the folks who deliver the goods. They were on the front lines in the same way that our medical personnel were. They were more than "necessary personnel." They brought hospital supplies to medical centers, food to supermarkets, technology items to those who needed them, and they were critical to businesses like WJ Office

that serve the needs of the business community that we serve.

"Working remotely?" Sorry. Not in this career unless that the driver is en route out of town. This is one career that you cannot work from home in your pjs while on a Zoom call. It's the ultimate "show up, strap on your big boy pants, and "get 'er done!"

I have always appreciated our drivers who deliver our merchandise. Two of our three employees who deliver our goods have been with WJ Office for 20 years or more. They have been exceptional ambassadors for our business and they are one of the reasons why many of our customers repeatedly order from us. They take the time to place the goods where customers request instead of dumping them by the front door and leaving. They learn the names of the people to which they are delivering. And they enjoy serving you and being part of a team that cares.

So, I encourage you to take a moment and reflect on what I have written. We don't have a National Delivery Person Day on our calendar, and we may never get one. Yet, just as nothing happens until somebody sells something, remember nothing happens until it's delivered!

Thank your delivery guy and tell him that an old sales guy sincerely appreciates him and what he does too.



I'M WITH WJ.
GREAT VALUE EXCELLENT RESULTS.

LOOKING FOR AN
EASIER WAY TO
KEEP YOUR
FACILITY SAFE
AND CLEAN?

WHY NOT WJ?

WJ

OFFICE

wjoffice.com/janitorial

your environment

BEING "GREEN" DOESN'T ALWAYS MEAN YOU'RE SUSTAINABLE TOO

BY FRANK HOARD



Has anyone ever told you that they have a "Green Program" or that they want to be "Green?" If you're my age, "being Green" harkens back to Kermit the Frog. When people utter those words these days, they're talking about being more environmentally conscious, and ultimately, you'll have to correct them. They don't want to be "Green", they want to be "Sustainable."

Here are some simple reasons sustainability may be important beyond the obvious notion of doing what is best for the planet.

- Their audience (employees, customers, vendors, etc.) may find, require, or place pressure on an organization to become more sustainable.
- It can make financial sense. Oftentimes, items diverted from landfills can be sold. At the very least, the diverted tonnage could be deducted from the waste removal expenses. Sustainable solutions typically require less monetary resources over time.

- Team Building within an organization. When there are non-work tasks presented to the workforce, it's an effective way to develop teamwork across both hierarchy and job responsibility.

As sustainable initiatives continue to evolve and gain momentum; it can be difficult to navigate the lexicon of changing terms. Here are some definitions that can help.

Alternative Fiber — Non-wood fiber from crops — such as cotton or hemp — and agricultural residues — like wheat straw — used to make paper products. (See also: Rapidly renewable fiber)

Bio-Based Products — Defined by the U.S. Department of Agriculture as "a product that is composed, in whole or in significant part, of biological products or renewable domestic agricultural materials (including plant, animal, and marine materials) or forestry materials."

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your environment

BEING GREEN DOESN'T ALWAYS MEAN YOU'RE SUSTAINABLE

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Some common ingredients in bio-based cleaning products include citrus, coconut, corn, lavender, and parsley. It is important to note that not all bio-based products are green and not all green products are bio-based. For instance, while the ingredient in a product may be naturally derived, one also has to consider the toxicity, packaging, and manufacturing process.

Cleaning for Health — The cleaning for health concept claims that cleaning has value beyond the aesthetic and can positively impact human health and the environment by reducing exposure to chemicals, improving indoor air quality, and reducing germs that prevent disease, allergic reaction, and infection for building occupants and cleaning crews. What speaks to management: the cleaning for health concept has shown to increase worker productivity and reduce absenteeism.

Cradle to Cradle (Closed Loop) — These terms are often used interchangeably. They describe the process of collecting post-consumer waste and recycling/re-circulating it to make new products.

Cradle to Grave — Used in reference to a product's environmental impact from the beginning of its life cycle to its end or disposal. (See also: Product life cycle)

Eco-Labeling — An eco-label is a logo that is affixed to a product that suggests green or sustainability. Common labels include those from EcoLogo, Green Seal, Carpet and Rug Institute, or the U.S. Environmental Protection Agency, to name a few. Manufacturers might also put their eco-labels on products, which is called self-certification. Purchasers are advised to research eco-labels to confirm the accuracy of green claims. This is often easily done as many certifying bodies provide online lists of products carrying their labels, as well as those fraudulently making claims.

Environmentally Preferable Purchasing — Purchasing products or services that have a lesser or reduced effect on human health and the environment when compared with competing products or services that serve the same purpose.

Green Products — These are products that reduce the health and environmental impacts as compared to other products used for the same purpose.

Greenwashing — TerraChoice and EcoLogo originally coined the formal definition for greenwashing as "the act of misleading consumers regarding the environmental practices of a company or the environmental benefits of a product or service."

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Purchasers are advised to research eco-labels to confirm the accuracy of green claims.

your environment

BEING GREEN DOESN'T ALWAYS MEAN YOU'RE SUSTAINABLE

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As the green initiative took off, independent third-party certifications became necessary to differentiate a green product from one with no environmental benefit. In addition to certifications, Green Guides were introduced by the Federal Trade Commission (FTC) to control and clarify the terms manufacturers used to market their products as green.

Post-Consumer Material — Material that has reached the end of its effective life cycle as a consumer product and is recovered from the waste stream to be recycled into new products.

Post-Industrial Material — Material reclaimed from the manufacturing process.

Product Life Cycle — The product life cycle traces the environmental impacts of a product from its conception and design through to its ultimate disposal. This includes raw materials, manufacturing processes, transportation, and recycling or disposal of the product.

Radical Transparency — This term was gaining momentum about 10 years ago, but isn't heard too often anymore. It is defined as "a management method where nearly all decision-making is carried out publicly." Manufacturers who practice radical transparency disclose complete and honest product development processes and product ingredients.

Rapidly Renewable Fiber — This term is often used when discussing paper products. It refers to plant-based materials that regenerate in less than 10 years.

This includes alternative fibers, as well as trees that have been genetically modified to grow more quickly. (See also: Alternative fiber).

Raw Materials — These are materials in their natural state are used as input to manufacturing finished products.

Recycled — This is used when referring to products that are made from recycled material. There are two types of recycled material: post-consumer and post-industrial.

Restorative Product — This is a product that will not only reduce the impact but will help to restore the environment.

The concept of sustainability is often confused with or used in conjunction with "green." The main difference, though, is that green is defined by-products and/or services. Sustainability is defined as a process that "meets the needs of the present, without compromising the ability of future generations to meet their own needs." It minimizes cleanings' impact on people and the environment, but more importantly, it is a process, not a product. For instance, a green-certified paper towel (a product) often consists of recycled fibers from previously cutdown trees. A manufacturer practices sustainability (a process) by planting a new tree for each that is used in the development of that paper towel, replenishing forests for future generations. They might also practice sustainability in the manufacturing of that towel, using less energy and less water.

Frank Hoard is the Director of Facility Supply Channel with the Independent Suppliers Group.

your team

MEET SHAWN LAUTNER

Shawn Lautner is used to making quick transitions. It's certainly something he's done during his many years of cycling, running triathlons and - oh yes - his fast-track move to WJ Office immediately after college.

That's right, Shawn joined WJ May 11, 2015 the day after he tossed his mortarboard hat in the air at Appalachian State University where he had just earned a degree in Business Administration with a minor in supply chain management. His new hat the very next day was in customer service and marketing. He moved into sales after the first six months and then on into furniture sales. He now directs customer service for several of WJ's divisions and manages projects for the furniture division.

While academics did a great deal to prepare



Shawn for his career at WJ, his athleticism can't be underestimated for what its done to his ability to manage many moving parts. And in coordinating schedules, jobs, vendors and products, there's enough in the course of his week to keep the track challenging. For someone who does a great deal of cycling, that's familiar territory. It also doesn't hurt that he managed a local restaurant for a bit while attending App State.

"I enjoy what I do," Shawn says of his current role. "Most of the sports I've done in my adult years have been individual, mental sports. It takes a lot to get me stressed and a lot of that - in those sports you really have to push yourself, so I guess that strong mental attitude has helped me in work."

Left: Shawn competes in a local bike race.

from the portfolio

BAILY SOUTH POWER

VIEW MORE AT

WWW.WJOFFICE.COM/FURNITURE



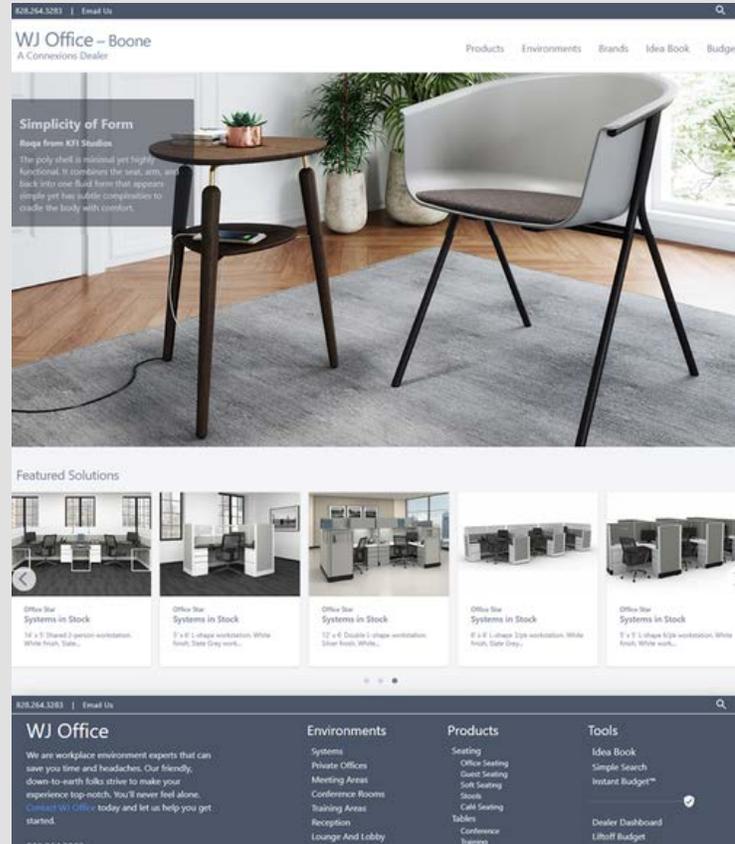
your space

WJ OFFERS A NEW WAY TO VISUALIZE AND FURNISH YOUR WORKSPACE

Shopping around for furniture can be a time-consuming task made even more tricky these days, particularly with a pandemic, social distancing and other logistical barriers. 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

your health



SMALL, BUT POWERFUL AIR PURIFIERS CAN BOOST YOUR HEALTH BIG TIME

Many of us made resolutions to better ourselves around the holidays, and many of us have postponed some of the most basic resolutions that affect our own health. Why wait? There's no time like the present to find ways to improve our mood, our health, and our quality of life.

Exercise is one of the best ways to do all three. It's easy to get overwhelmed with day-to-day trivialities, which leads us to putting off things, like working out, that we know will make us feel better. That's why the tried-and-true method of "baby steps" has endured for generations.

"Change doesn't happen until people alter their behavior, and they don't alter their behavior unless they start with the small," says Harvard philosophy professor Michael Puett in "The Path: What Chinese Philosophers Can Teach Us About the Good Life."

For example, telling yourself you'll run for an hour every day can be too intimidating to even get started. Instead, you could resolve to walk 15 minutes every day this week, 30 next week, 45 the next, etc. Start adding in intervals of jogging, and before you know it, you'll be running that hour every day!

The more consistent your efforts, the sooner you'll reach your destination. So as long as you're doing something consistently – even if it's something small – you will ultimately accomplish your goal.

If allergies are preventing you from getting outdoors, try wearing a pureAir SOLO personal air purifier. It gives you a four-foot zone of clean, fresh air everywhere you go by actively repelling allergens so you can breathe easier during and after your workout. pureAir SOLO is also great for reducing pathogens like bacteria and viruses in your breathing space whether you are exercising indoors or out.

If you work out at home, our other pureAir purifiers give you an entire room of fresh air and can even clean the air and exposed surfaces throughout your house! pureAir 3000 and pureAir 1500 sanitize up to 3,000 or 1,500 square feet respectively. From ceiling to floor and all the air and surfaces in-between, pureAir eradicates multiple contaminants for clean air everywhere.

For smaller spaces, up to 850 square feet, our pureAir 500 is a simple, affordable device to clear the air of allergens, odors, and more. With our advanced active purification technologies, you can purify the air continuously, use the burst setting for tougher odors, or even deep clean while you're away.

So start making those small, incremental improvements, reach your big goal, and celebrate. You might exceed your wildest expectations!

Interested in pureAir? Visit

<https://www.wjoffice.com/air-surface-purification>

pureAir



A PLUG AND PLAY WAY TO
BREATHE EASY INSIDE

the WJ way

The WJ Way is an applied philosophy our loyal customers have come to enjoy. They appreciate the fact that we're a local family-owned business that not only works in the community but also supports the community with our time, talents, and investment. The WJ Way centers on the Golden Rule — treat others as you want to be treated. It follows eight principal rules.

- Put yourself into the shoes of your customer. Suggest the spending of the customer's money as if it were your money.
- Respond to the needs of the marketplace as expressed by your customers.
- Treat others with respect whether they be customers, vendors, or teammates.
- Express appreciation to those whom you serve.

- Go the extra mile in serving others.
- Be honest and truthful. Realize that there is never one sale that WJ Office must absolutely have in order to be here tomorrow.
- Be thankful for all of your blessings.
- Love and serve your fellow man.

The WJ Way is flexible by nature. We modify what we do to align with what you need to accomplish your goals. This gives you a true partner that will work within your existing process and systems.

The WJ Way also looks for ways that we can be more valuable to you. So many times companies within an industry copy each other in the way they do business. WJ Office constantly works to improve upon the status

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Office Furniture

Printing Technology

Office Supplies

Janitorial

Food Service Disposables



the WJ way

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quo. Our sales processes are regularly evaluated to ensure we eliminate as many of the frustrations of conducting business with our trusted customers as possible.

We test these processes because we know there is far more to the relationship than simply conducting business. We enjoy your feedback because this allows us to become the best partner that we can be and we can also attract the best teammates in the marketplace who are ready, willing and able to go the WJ Way.

In a company, different positions have different demands. Whatever your duties may be, WJ Office has resources to help you meet them.

Office Management

Today's office manager wears many hats and is constantly under pressure to manage costs, optimize workflow, handle communication and other random events like no one else can. We get it and it's why we apply great effort to provide products, support and service that keeps things moving as they should whether it's for supplies, managed print services or anything else vital to an efficient office.

C-Suite

There isn't a senior executive today who isn't facing more challenges from within and outside the organization. Economics, security, compliance, and sustainability are all presenting new pressures on this management group. WJ Office is a partner that you can rely upon to provide the right products at the right price.

Interior Design

Interior design can be very stressful because it requires coordination among multiple decision makers and vendors. That stress goes away when you have a logistical partner that can anticipate and minimize any issues that come up along the way. The WJ Way puts efficient communication and precise logistical management into every collaboration we work on so that every designer can rest assured that he/she has access to a wide range of product and service options to meet aesthetic and budgetary parameters. We help you to fulfill your vision and satisfy your end customer. With more than 250 different product lines available and a staff of qualified furniture experts on hand, we can be a true partner who will make you glad you selected WJ.



Join our gallery of satisfied customers.