

# A. Pomerantz & Co.

**WE DO IT ALL.**

**OUR PROJECT MANAGEMENT OPTIMIZES THE EFFECTIVENESS OF YOUR SPACE**

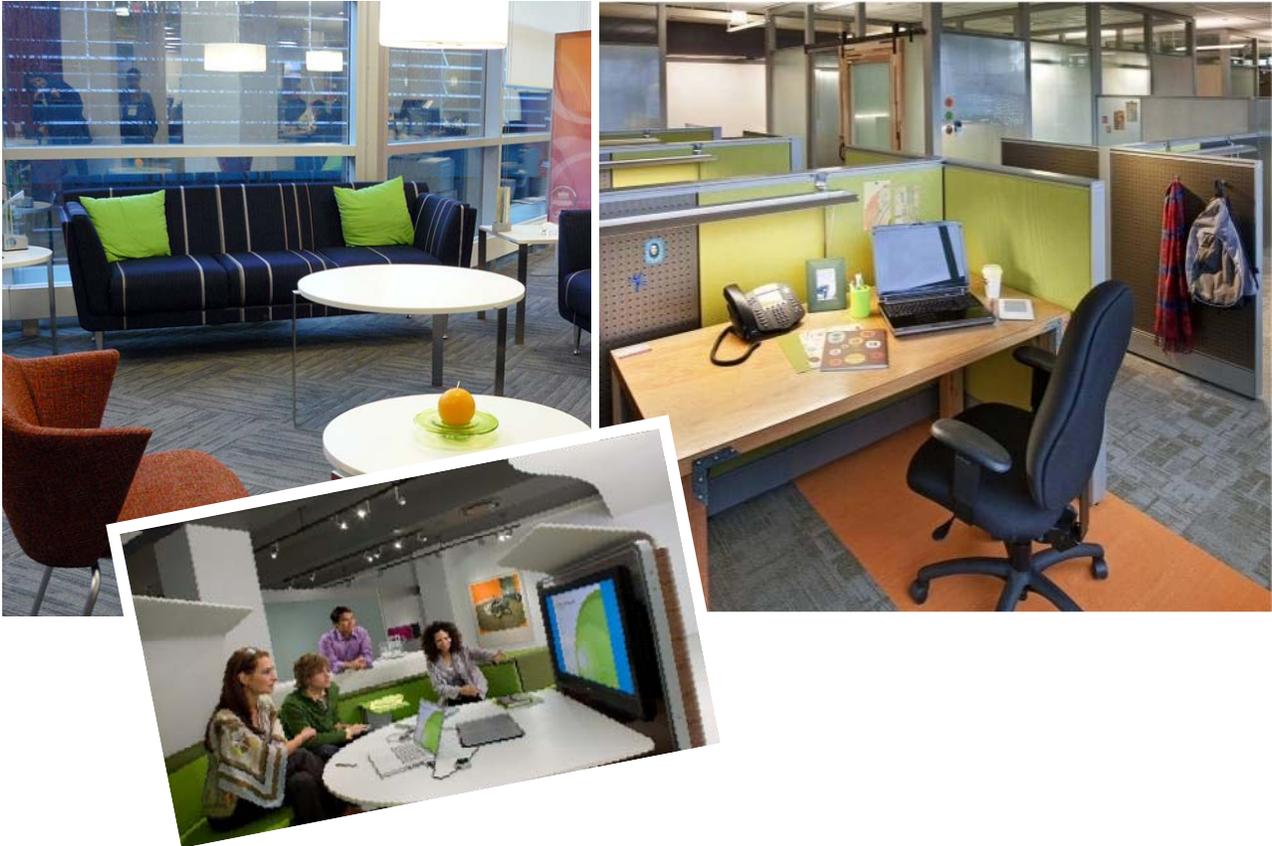


**Service Disabled Veteran Owned  
Small Business**

**Certified Minority Owned Business**

A. Pomerantz & Co. specializes in developing environments to suit the individual needs of every customer. Our team customizes products and services around each customer's desired results while maintaining the basics such as: workspace effectiveness and cost avoidance planning.

Pomerantz assembles a dedicated team specifically for each major account. Our Major Account Teams consist of experts in creating effective environments including Sr. Designers who have at minimum 10 years experience, and our Sr. Project Managers who have over 30 years of industry experience with extensive expertise in coordination and management of large projects throughout the United States.



Our diverse customer base has required our team to provide product and service solutions for a variety of situations. Our capacity to handle large customer projects is apparent through our portfolio of work, but our focus on providing each customer with individualized attention and customized solutions is what sets us apart from the competition.

A. Pomerantz & Co. is the only dealership with a model and mission based on strengthening and maintaining an exclusive customer base - designed to ensure customer satisfaction.

Our national customer base requires Pomerantz to offer flexibility in our vast product and service offering. The aesthetics and functioning of workplaces can vary differently through out the world. If your goal is to create a dynamic environment for your team we will listen to your desired outcome and we will engineer an effective solution.



**A. Pomerantz & Co.** is an authorized Steelcase® dealer, representative of over 400 manufacturers globally and provider of an extensive service offering. As a Verified Service Disabled Veteran Owned Company, Minority Business Enterprise, Certified by the NMSDC, and Small business, we are experts in developing productive and efficient workplace environments for the Commercial Industry, Healthcare, Education, and Government Agencies.

Effectively supporting people, technology, and work processes through workplace design enables companies to control costs and enhance worker productivity – ultimately increasing business results.

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### **Core Services**

- Furniture Sales & Rental
- Project Management
- Design & Specifications
- Asset Management
- Delivery & Installation
- Moving & Storage
- Reconfiguration
- Refurbishment
- Repair & Maintenance
- Fabric Coating

### **Consulting Services**

- FF&E Consulting
- Leasing Services
- Brokerage/Resale Services
- Workplace Consulting
- Productivity Assessments
- Workplace Planning Services
- Pre-Planning Budget
- Estimating
- Contractor Proposals
- Green Acquisition & Recycling

### **Architectural & Technology**

- Carpeting
- Raised Flooring
- Wall Coverings/Treatments
- Prefabricated Walls
- Lighting
- Interactive Boards
- Audio & Visual Products



**Representing over 400 manufacturers**

A. Pomerantz & Co. was established in 1888 in Philadelphia, PA founded and operated by the Pomerantz family. Garry Maddox purchased the company in December of 1994. Pomerantz has offices in Chicago, IL and Philadelphia, PA and has sales/account management representatives in Florida, Northern California, Virginia, and Florida.

The longevity of the organization has supported our progression which is dependent on the knowledge and experience of our team. Pomerantz continually enhances our systems and processes by adding technology, industry altering trends, and efficiencies to what is already a fully functioning, effective machine.

## Our Team

Pomerantz upholds strong work ethics and maintains a professional and respectful work environment. Our executive team is a dynamic group who understand the significance of integrity in work and in the community and providing our customers with fresh, innovative solutions.

### Garry Maddox Chief Executive Officer

As Principal and CEO of A. Pomerantz & Co., Garry Maddox provides customers throughout the United States with a dedication to offer the highest quality products and services. A. Pomerantz & Co., established in 1888, creates customized workplace interiors for large corporations, government agencies, schools and universities, entertainment and sporting arenas throughout the country.



Garry is the recipient of the Rainbow PUSH Coalition & Citizenship Education Fund's Curt Flood Award. The award was presented by Rev. Jesse L. Jackson, Sr., Martin L. King, Esq. and Russell Ewert in recognition of efforts toward "A More Perfect Union: The State of Civil Rights."

The workplace is evolving as quickly as the technology and workforce it supports. Garry and his team bring innovation to workplace environments in support of current goals and challenges such as: Green initiatives, attraction and retention of talent, supporting multiple generations in the workforce, and effective real estate utilization.

Garry serves on the boards the Greater Philadelphia Chamber of Commerce and Corporate Alliance for Drug Education. He is also the Director Emeritus at the Child Guidance Center, and on the Board of Governors for the National Adoption Center. He recently served on the Board of the Federal Reserve Bank of Philadelphia. Garry has an honorary degree of Doctor of Humane Letters from Neumann University.

During Garry's distinguished 14-year career in major league baseball, he won his first Gold Glove in 1975 which was his first of eight in a row when he was Centerfielder for the 1980 World Champion Phillies team. In 1986 he was honored with the Roberto Clemente Award, given annually to a player who demonstrates the values the Pittsburgh Pirates Hall-of-Famer displayed in his commitment to community and understanding the value of helping others.

Garry is committed to giving back to the community in which he lives and operates his businesses. In 1997, he founded The Urban Youth Golf Program of Greater Atlantic City, a nonprofit organization that through a volunteer network is tutoring elementary school at risk children while offering the challenge of learning the game of golf. This effort continues to grow in importance to Garry as a mission, as well as the communities his program now serves. Today this program encompasses 150 students in grades 1-4. Garry is currently developing plans to organize a similar Program within the Chicago, IL area.



**Linda Rudi**  
**Chief Operating Officer**

Linda currently provides the U.S. market with a commitment to the betterment of the communities and Pomerantz as an organization. She focuses on employing individuals from underutilized business areas in an effort to stimulate progress and growth in these communities. She also upholds strict quality standards and enforces the value of working with reputable, local talent in order to achieve desirable results for each customer.

Linda has created efficiencies and accuracy improvements by integrating improved technology throughout Pomerantz, restructuring the operation of the company by automating ordering, auditing, and accounting processes.

Linda's market-segmentation and sales structure created stronger sales and higher customer satisfaction with a leaner yet highly productive organization.

In 2001 shortly after joining the organization as CFO, Linda developed plans which turned the company into a nationwide supplier. The organization currently holds national account contracts with multiple Fortune 500 companies.



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**Knowing our Customer**

Our best research, development, and processes are all obtained through listening to our customer's needs, wants, initiatives, obstacles, history, and future plans. Our process map covers the basic steps, but our customers need individualized attention. Our account managers and project managers spend time developing each schedule and approach for every customer project. The experience of our team enables them to envision possible obstacles, and eliminate risk of error in the pre-planning phase. Once the plans are in place and all communication is clear and concise the work runs smoothly, reducing costs associated with resolution and reactionary activity.

**Business Model**

In fact we've structured our sales, customer service, and marketing approach around listening to our customers. Our company now focuses on a select number of customers in order to provide exemplary service and individualized attention. Each customer has a designated team assigned to develop and maintain each account's projects and activity. We offer a 24 hour response time for any customer inquiries, requests, and/or concerns. Each primary account has one contact providing our customers with time savings and convenience.



## Employee Happiness :)

Ergonomics are essential to our overall well-being. Slouching or improper positioning in your chair can greatly affect your physical health. The configuration of systems, use of natural lighting, and furniture selection not only affect the physical and mental health of the people within the workplace, but also add to the aesthetics and sustainability of the office. Our design team enhances the priorities of the office and finds the most suitable selection of furniture with consideration of the office functions and employee happiness.

Pomerantz now employs research and observation studies to develop environments based on company initiatives, branding, goals for productivity, employee health, comfort and work habits, and the visitor experience. Workplace environments should be customized according to the individual company needs.

## Innovation

Pomerantz does represent over 400 manufacturers' products around the world. With the benefits of choice we also offer the research and innovation of all the great minds at each of these companies. We continually reinvent our own processes to adapt to the new trends and technology. We also encourage and promote new innovations designed to benefit our customers whether it be office furniture or new ways of working. Ask about our latest research projects and "behind the curtain" tours.



## It's not Value Engineering at Pomerantz

It's about prioritizing. Our designers do not compromise the necessary design features or functional elements which are important to our customers nor do we diminish the integrity of an Architecture & Design Firm's layout and designs. We do provide alternatives to adding what are commonly referred to as "specials". Slight differences in product details from manufacturer to manufacturer can drive up the sell price for multiple dealers or manufacturers resulting in a lopsided bidding procedure.



Pomerantz makes the difference known and will negotiate with manufacturers to find a cost effective way to manufacture the special product, or offer the closest match. If a customer is partial to a product line or manufacturer we can also specify the design to include lower cost items in conjunction with the preferred design elements.

We offer vast amount of products to tailor your workplace to fit the needs of executives, management, end-users, and visitors.

Our team can also develop custom products and furnishings to create a unique experience incorporating brand and culture.

## Easy Being Green

Pomerantz offers the largest amount of sustainable products available. Some fabrics and products offered today are not only constructed of recycled materials, but can now be broken into parts and recycled after use. Long term use of furniture cuts down on waste caused by frequent disposal.

With offices in Chicago, IL and Philadelphia, PA, Pomerantz is one of Steelcase's largest dealerships with LEED AP Certified Sales Representatives and IIDA Certified Designers. As a part of our solution-driven initiatives Pomerantz provides creative disposal services like IRN which makes recycling simpler by sending discarded furniture and equipment to third-world countries to be reused.

All services are managed by an experienced Project Manager who can be contacted for any service requests, questions or inquiries. This complete bundle of services creates a quick and efficient process with one convenient contact. Our comprehensive services reduces cost through a streamlined processes and project management



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## Inventory

Always make sure your assets are covered. Bar-coding Asset Tracking is available for inventories which report Cost Analysis, Depreciation, Furniture and Equipment Reuse. Reports are viewed via an exclusive secure website which also offers pictorial catalog. Online service orders can generate move, repair, and/or disposal requests.

The system can automatically analyze the amount of product in the inventory against an AutoCAD drawing and determines what products are available in the existing inventory and what new parts are needed in order to complete a design. Re-use cuts down on unnecessary purchases and disposal.

## Rental

Rental is a great service for temporary spaces and spaces which need to be furnished in a hurry. Our rental offering includes high quality furniture with all of the ergonomic features needed for a comfortable work environment. Our Rental furniture can be delivered within a time frame as slim as 48 hours.

## Refurbishment and Reconfiguration

Sometimes it's not always best to buy new. Depending on the condition of the used furniture, Pomerantz's Service Team will analyze the cost for refurbishment and/or reconfiguration against a new purchase and determine the cost difference to help customers decide on the best approach to revitalizing and furnishing the office.

## Furniture Recycling or Disposal

Pomerantz first determines the recyclable content of the furniture and breaks all items down for separation. Most metal portions of the furniture are easily recycled. Items such as the Think chair are Cradle to Cradle product which means the item is 100% recyclable. Pomerantz assures nothing recyclable is mistakenly disposed of in a landfill. Brokering is also a viable service Pomerantz offers to promote furniture reuse and avoid landfill disposal. Brokering is a great way to help the environment and supplement your new furniture investment.

Reports can be generated to measure the amount of products, equipment, or flooring which was recycled, reused, or disposed.

## Moving

Take the time to do it right the first time. The most important focus when planning and implementing a move is to minimize disruption. A move should never impair the productivity of an office. Pomerantz move experts prepare accurate preliminary budgets and oversee the installation to eliminate damages and disruption. Our move project manager acts as a liaison for our customer by frequently communicating with vendors and manufacturers. Our pre-planning and methods minimize disruption, damages, and downtime and bring the best value to our customer's move projects.

## Carpeting & Flooring

Before any furniture is installed the flooring must be installed. Pomerantz represents top line carpet and flooring manufacturers and we insure that all work maintains a timeline which coincides with the furniture installation.

We have a LEED, AP carpet expert who can handle your flooring needs from order selection and placement, maintenance and cleaning, and finally recycling and removal. Our flooring includes: hard flooring, raised flooring and carpeting.



**Online Standards Program**  
**Ecommerce Catalogs**  
**Quote Publishing**  
**Online Service Requests**  
**Online Inventory**  
**Online Reporting**  
**Home Office Program**  
**Helpdesk Tool**  
**Customization**

### Technology: Software & Electronic Capabilities

You can access all information from anywhere at any time: access order status, place an order, review a drawing, or run a report. Pomerantz has teamed with an IT/Software firm to provide our customers with customized software capabilities.

**EDI Billing Invoicing:** Electronic transactions speed the ordering process.

**Customized Reporting:** All reports can be customized to contain all pertinent information in a convenient format. These reports can be delivered via email, posted online, and/or delivered hard copy through any desired delivery service.

**Automation of Current Tools and Processes:** Customized software programs can be created to interact with our customer's current platform and applications.

**Technology Updates:** All online tools are hosted on the Pomerantz network enabling software updates and monitoring to occur without interruption or any assistance from our customers.

**Design and Rendering:** Realistic 3D renderings can be fashioned for any furniture conception or selection.

### Getting end-users motivated to move into a new space & finalize a design with realistic visuals.

CET by Configura is a design application with full capabilities to layout furniture projects large or small with "Smart object" technology. The program speeds design time and reduces risk of error.

When a design is constructed "smart" items include necessary parts within the design automatically. Parts and configuration can be customized accordingly. Once the design is finalized the full project can quickly be rendered in High Definition into a Movie with a "Fly-thru" Camera or still images. The movie and images can be enhanced with Company Branding, additional accessories and lighting techniques.

Drawings created in CET designer can be exported into AutoCAD format



## A. Pomerantz & Co. - Covering the United States

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A. Pomerantz & Co. services customers throughout the United States. Our sales activity is broken out into five sales regions. .



In each region A. Pomerantz & Co. has local representation, under contract, responsible for project design, specifications, furniture installation, and other related services. Each potential

regional office has to go through A. Pomerantz & Co.'s extensive screening before obtaining qualification to service our customers. A Pomerantz subcontracts to the most qualified service providers in the region. A. Pomerantz & Co. has offices two main US offices located in Chicago, IL and Philadelphia, PA.

Every customer account has a designated Primary Contact. This provides the customer with one point-of-contact for multiple regions. Every customer representative and contractor can access the A. Pomerantz & Co. primary contact for any questions or concerns at any time of the day or night.

Our e-commerce team develops exclusive websites for each customer. The websites provide secure access 7 days a week, 24 hours a day. The sites can be accessed by each regional office and contain our widely used budgeting tools, photographs of product options, standards and guidelines, layout drawings in multiple formats including acrobat (pdf) or AutoCAD (dwg), and online project folders which allow users to download and upload documents. Via the website, each account has the option to purchase furniture, access asset inventories, and request services. The system of pulling-from and moving existing assets has been automated to prevent unnecessary, new furniture purchases.

The A. Pomerantz & Co., Primary Contact on each customer account visits each region on a regular basis. The Primary Contact is available to visit any and every site as necessary to ensure customer satisfaction.

## Around the World – A. Pomerantz & Co.'s Global Reach

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A. Pomerantz & Co. provides services where other dealerships are unable to reach. The international work force is comprised of an alliance throughout the world. Each office is knowledgeable in their respective country's policies, certification processes, and overall business regulations and requirements. Each project regardless of location not only receives the benefits of both having an agreement with corporate buying power and a single source contact, but also the individualized attention of the local workforce with quick response times.



A. Pomerantz & Co. is the Global Furniture Supplier for Johnson and Johnson, Duane Morris, LLP and SunGuard International's Canadian Locations. The need for a single source provider is now more crucial than ever to insure prompt service and contract pricing. Our global and national customers have determined our offering supports their financial and efficiency initiatives in their expansion efforts and achievements.

Our organization's entire business strategy is focused on providing a select group of customers with exemplary service. Our Global Operation is supported by this model and enables our customers to quickly develop offices with the knowledge and reassurance that the work will be as streamlined and convenient as projects which are completed on United States soil.

Regardless of where we are in the world our team adheres to the same quality standards and reliability of service. Every client we service is held in the same regard and deserves the same individualized attention. Our team also provides efficiency suggestions with every project including, cost reductions through furniture substitutions which do not compromise design integrity or necessary functioning of the office.

We are experts in furniture, project management, and planning, and we have streamlined our processes in advance to eliminate obstacles and complications. No matter where an office is located throughout the world, our staff of experienced and personnel perform with the expertise and attention to detail needed to complete a project on time and within budget.

Representing over 400 manufacturer's products globally, we have a versatile offering with consideration to aesthetics, functioning, design, and sustainability of the furniture. Sustainability has become a global initiative and fortunately, the furniture industry has made great efforts to create product to reduce harm inflicted on the environment.

A. Pomerantz & Co. offers the largest number of cradle to cradle, furniture products available from a dealership.



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## Case Studies

### Comcast Cable

A. Pomerantz & Co. is the primary furniture supplier for Comcast Cable nationally. Our company has project managed, furnished and continues to service the Call Center locations throughout the Continental United States.

In 2001 Comcast corporate purchasing began a process to determine what furniture would be best suited for their national call centers. The areas of consideration were the type of work being performed and what features were necessary to maintain a healthy environment. The cost and quality with regard to durability and functionality were main factors in the selection as well. The aesthetics and color schemes were all determined by each individual location.

Pomerantz assisted the Comcast team with the entire process and helped them to develop what they refer to as Furniture Guidelines, which were used within every call center. Comcast's acquisition of AT&T Broadband brought consideration to the decision of implementing guidelines instead of strict standards. Comcast continues to shift into a more standardized program to reduce costs associated with furniture reuse, volume discounting, increased efficiency and aesthetic consistency. A. Pomerantz National Furniture Contract was developed for Comcast in order to maintain consistency from location to location with regard to the pricing and functionality of the furniture.

Our service providers which are located throughout the United States provide us the ability to provide consistent quality of service at every location. The combination of the National Furniture Agreement and the local presence provided Comcast with streamlined purchasing and budgeting without compromising service performance.

We have simultaneously furnished 25 Call-Center locations throughout the United States and completed 10 Call Centers with an average of over 200 workstations simultaneously with a one year period. The locations were situated all over the country. The larger projects were located in California and the North Eastern United States. We currently provide each location

with ongoing services, including but not limited to project management, design,



and furniture budget consulting.

### Headquarters

In September 2007 to February 2008, Comcast consolidated offices located in the Philadelphia region to their new Comcast Headquarters building. This was a new construction and high profile project which forever alters the Philadelphia skyline.

Pomerantz managed the Comcast Headquarters project for all private offices and conference seating. Pomerantz delivered everything on a specific schedule developed by Comcast. The Project

Manager oversaw the receiving, delivery, installation, and punch-list for 1,131 offices located on 42 floors and 2,200 square feet of conference space. Our experts also provided special services to accommodate tight deadlines. The Project Manager scheduled night deliveries and day-time installation and dock-unload.

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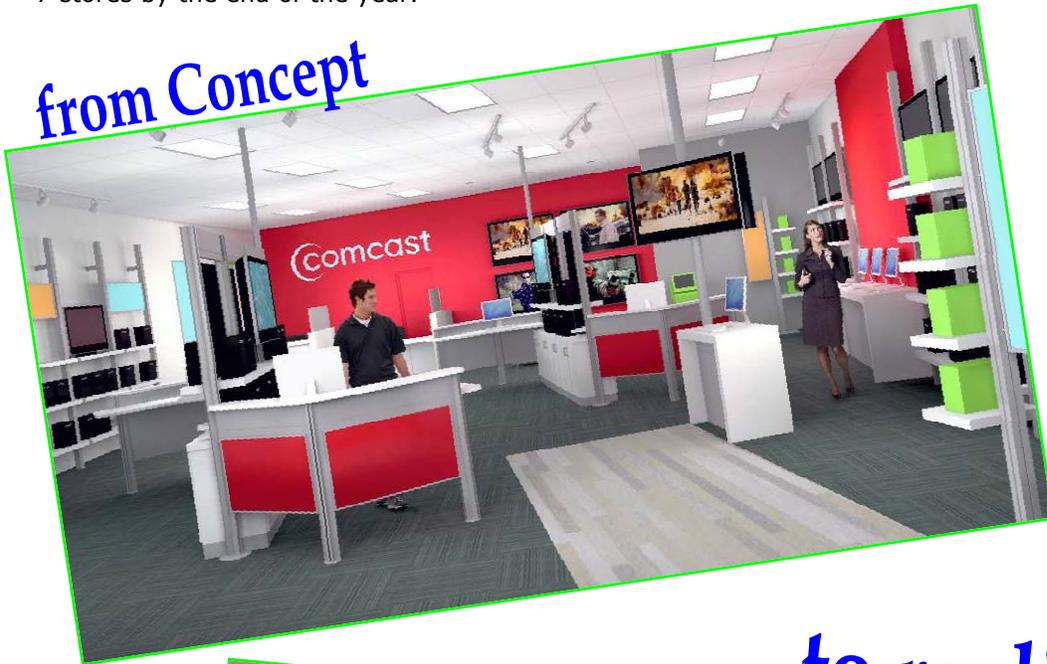
## Case Studies

### Brand New

Pomerantz completed the first of a series of Comcast Xfinity locations.

The Xfinity branding was generated by Comcast and launched in various locations throughout the US . The goal of the Comcast Xfinity Retail stores is to enhance the overall customer experience. This was done by making the retail stores more interactive for the customer instead of merely traditional payment centers. By designing the stores with the customer in mind, Comcast is able to promote sales and information as well as increase dialogue with customers.

Pomerantz has been an integral part of outfitting the Xfinity brand locations and will complete 7 stores by the end of the year.



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## Case Studies

### **CIGNA**

Pomerantz is the national, primary furniture supplier for CIGNA. The global health-service organization has realized the benefits of high-volume contract purchasing in conjunction with local representation. Our dealer alliance partners provide Pomerantz the ability to offer consistent quality in any location throughout the world. In addition to our global dealer alliance, we have sales and account management representatives in Washington, DC, Northern California, Virginia, Florida and offices in Chicago, IL and Philadelphia, PA.

CIGNA has been a Pomerantz customer for well over 10 years.

Working with CIGNA and their A/D consultants, the Pomerantz Design Team developed product specifications, "typical" standards, furniture plans and related documentation for office and

workspace standards. The Pomerantz



team currently services CIGNA throughout the United States providing new furniture and services including: refurbishment, repair, and reconfigurations.

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### **Mesirow Financial**

For the first time in its 72 year history, Mesirow Financial, located in Chicago moved its headquarters to a new building. Pomerantz provided and moved over 10 floors of furniture into their new space. The furniture was installed on time and in accordance with the project schedule which called for all installation to be completed after business hours.

Pomerantz worked extensive hours and supplied services on weekends. Various products were installed including Brayton, Vecta, Steelcase, X2 Files, Bernhardt, HBF, Davis, NuCraft conference tables, Cumberland, and Keilhaurer.

Project: new headquarters (10 floors of furniture), 2 million dollars, all installation complete after business hours and on weekends.

Product: Brayton, Vecta, Steelcase, X2 Files, Bernhardt, HBF, Davis, NuCraft conference tables, Cumberland, Keilhaurer.



**"Pomerantz has proven to be an exceptional partner! The team's creative suggestions and solutions have not only reduced our up-front costs, but continue to provide savings through efficient service and a versatile product offering.**

**We consider Pomerantz to be a valuable resource.."**

*Tammy Bivona  
Vice President Facilities Services  
Mesirow Financial*

## Case Studies

### Mutual Fund Investment Firm Workplace Consulting

A large investment firm approached us with a project which included the purchase of all new furniture. Pomerantz as we do with all of our customers met frequently with the customer to learn about their goals, budget and ultimate results pertaining to the project. Our analysis of existing product and the overall goals led us to suggest refinishing their existing product adding enhancements and a reconfiguration.

The end result: we reduced their cost by \$2 million dollars, the aesthetics and functionality were enhanced, the employees thought it was new furniture and the customer was satisfied.



Cleaned & Refinished

Ergonomic features

Added Peninsula Worksurface

After