



# A Vision of 'Legendary Customer Service' Drives Martin Bros. to New Heights

**From Good to Great: Already industry leaders, Martin Bros. continues to Increase Service & Reduce Inventory**

Martin Bros., one of the most highly respected companies in the foodservice industry, is a full-line distributor that stocks an inventory of 11,000 items, including food products, large equipment, small wares, medical supplies, and janitorial and cleaning supplies.

The company employs more than 500 people who serve Iowa and seven surrounding states from Cedar Falls, Iowa.

Revenue first surpassed \$100 million in 2000 and had more than tripled a decade later. This growth could not happen without a world-class inventory team, and Martin Bros.' acumen is well known and followed across industries.



Service Achieved:

**99.65%**

Overstock Down:

**25%**

Lost Sales Reduced:

**40%**

Time Made Available Up:

**40%**

**“You need the right team, and that team needs the right tools to succeed” — Jennifer Meinders**

From the perspective of Jennifer Meinders, Purchasing Director, her team of replenishment buyers is key to providing the company's legendary customer service. They now consistently achieve first-pass order-fill rates of 99.6 percent before item substitutions. This was accomplished while reducing overstock by 25 percent.

Though their past replenishment system had served her well, Meinders knew she would have to make a change within the next few years to enhance produce purchasing, school bids, events, minimize dumps, and of course increase cash flow.

“Martin Bros. is a progressive organization,” Meinders says. “Our owners believe we should have any technology that helps us provide better service to our customers or that enables us to do our job faster and better. Their attitude is, ‘Hands down, no questions asked. Just go get it.’”

## Blue Ridge Delivers CLARITY & Results

"We had worked with the team at Blue Ridge for many years and it just made sense to implement their full replenishment suite," adds Meinders. "They listen to our industry and they have been delivering breakthrough solutions at a rapid pace. Very few software companies combine a state-of-the-art application with very proactive guidance that pushes us to excel. They never let us rest on 'good enough' and we have the type of team that turns that into results. Our results in inventory and service speak for themselves."



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