



## A Shared Vision for Customer Satisfaction

### Midway Office Supply Center, Inc. and Staples, Inc.

At Staples, we take our customers' business needs and initiatives as seriously as they do. For organizations that want to work with small and diverse suppliers, we make it easy through our Diversity Supplier Program. All of our Diversity One suppliers share Staples' commitment to top-notch customer service, provide a single source for customers' unique product and service requirements and deliver significant cost and efficiency advantages.

#### The Company

Founded in 1980, Midway Office Supply Center, Inc. is the largest home-owned and operated office supply company in New Mexico and the Rocky Mountain region. A full-service provider, Midway offers a wide range of office products and furniture – including many environmentally friendly supplies – next-day delivery and unrivaled customer service and support.

#### The Opportunity

Midway caters to small and medium-sized businesses (SMBs), priding itself on providing customers with guaranteed low prices – a promise that sets the organization apart from its competitors. Regardless of the type of product the organization is selling, Midway works closely with customers to ensure that they benefit from maximum cost savings and the right product for their specific needs.

In addition to offering competitive prices, Midway has made significant investments to maximize operational efficiencies. The organization's delivery trucks leave the warehouse by 8:30 a.m. daily, ensuring delivery to customer sites by 2:30 p.m. that afternoon. Midway also leverages its technology infrastructure to support online ordering, tracking and invoicing, making it easy for customers to access important account information.

**“ We pride ourselves on working with the best of the best and, like us, Staples either does it right or they don't do it at all. The Staples alliance has strengthened our business in numerous ways while allowing us to do what we do best – make and keep our customers happy. ”**

Mike Sei  
President  
Midway Office Supply Center





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**“ The financial rewards of participating in the Staples Diversity Supplier Program have been tremendous. As a result of the added sales revenue, we’ve been able to actively support our local community, extend investments in our employees and focus on making our organization a great place to work. ”**

Mike Sei  
President  
Midway Office Supply Center

#### Recognition & Affiliations

- *Best Places to Work In New Mexico, Business Weekly*
- *Coors Brewing Company Gold Supplier Award Winner*
- *Albuquerque Chamber of Commerce*
- *Albuquerque Hispano Chamber of Commerce*
- *Better Business Bureau of New Mexico*
- *Association of Business and Industry*
- *Rocky Mountain Minority Supplier Development Council*
- *Executives Association of Greater Albuquerque*

In order to serve customers beyond its traditional SMB profile, such as Fortune 500 organizations, Midway joined the Staples Diversity Supplier Program in 2004.

#### The Alliance – Diversity One

“Our priorities were in sync with Staples from day one,” said Mike Sei, President of Midway Office Supply Center. “We shared a strong commitment to customer service – helping organizations minimize time and costs associated with procurement and ensuring the right products get to the right place at the right time. Once we realized that our priorities were closely aligned, everything else just fell into place.”

For large organizations interested in working with a diverse supplier, Midway provides a single point of contact for all accounts, an extensive array of office products and supplies and proactive account management to ensure that all customers’ objectives are continuously being met.

At a time when Midway’s competitors are struggling due to the challenging economic climate, Midway’s financial performance continues to be strong, with the Staples alliance driving a significant increase in revenue.

#### The Results

As a result of the Staples alliance, Midway has expanded its customer base to include many Fortune 500 companies which helps support the organization’s long-term growth goals. The added sales revenue has enabled Midway to purchase more delivery trucks at a faster rate, enhance its back-end payment and ordering platform, make significant upgrades to its Web site and advertise within the community – supporting a local minor league baseball team while boosting brand awareness.

In addition, Midway credits the Staples alliance with enabling the company to pay higher wages than competitors and to provide comprehensive insurance benefits and 401(k) contributions for all employees. In 2009, the company was recognized by *Business Weekly* as one of the best places to work in New Mexico.

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For more information, please visit [www.StaplesSupplierDiversity.com](http://www.StaplesSupplierDiversity.com).

