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Runyan Launches Marketing/Sourcing Firm

Rob Runyan, a paper and paperboard industry veteran of more than 30 years, has formed Centrics LLC, a joint venture with Priority Metrics Group (PMG), a market research firm. He also has launched OneSource Paperboard LLC, a marketing and supply facilitation services agency targeted specifically toward the fiber-based packaging industry. Together, the two companies work to identify marketing and sourcing opportunities through dedicated research and develop effective programs to grow clients' businesses. Runyan serves as principal of both Centrics and OneSource.

"My years in this industry proved to me, beyond any doubt, that most companies are reactive rather than proactive," said Runyan. "We're learning more about this new market every day, and most companies know far too little about what their customers are really up against."

"In today's highly competitive economic climate, the survivors will operate from an updated full base of knowledge about their customers as well as the variety of 'best-in-class' vendors and support services available."

Centrics conducts both primary and secondary research for clients that will benchmark findings against PMG's database, which is derived from more than 500 studies conducted in more than 20 countries. These projects allow its clients to define and update their selected market value proposition by scientifically measuring their market's perception of their total business and alternative suppliers.

OneSource, with primary support from HPE, Inc. a second generation seller of paper and paperboard headquartered in Cincinnati, as well as its own net-

work of companies and contacts, facilitates positive changes in raw materials as well as customizes operational and sales services that go beyond paperboard. "Our OneSource client projects will optimize their material sources as well as create synergistic collaborative services," Runyan said.

OneSource and Centrics were created to allow clients to re-imagine their businesses for growth. "OneSource focuses on the supply services side of

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— Rob Runyan

the business and Centrics focuses on our clients' market dynamics," Runyan said. "Our two businesses totally complement one another."

A recent Centrics project for a leading tube and core manufacturer showed client satisfaction to be significantly lower than they had believed. The research helped to identify the key improvement areas, and the company executed positive changes and discovered new product opportunities. OneSource aided the client by discovering previously "untapped" streams of supply. Now the client is experiencing unprecedented sales growth, Runyan reported.

According to Runyan, the days of "build it and they will come" are behind us. In fact, he believes that "service it and they will come" is the heart of future success.

More information is available at www.centricsllc.com or at www.onesourcepaperboard.com. Runyan can be reached at (614) 487-8846.