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Specialized Marketing and Supply Services

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What is OneSource Paperboard, LLC? OneSource is a fiber based packaging sales and supply agency, passionate about optimizing our clients’ overall performance. The target audience is those companies committed to progress, willing to outsource a portion of their sales or supply services to overcome their toughest paper and paperboard procurement and marketing challenges.

OneSource is unique because their intense focus is on their clients’ profitable growth. OneSource’s industry knowledge and their network’s resources offer only “best-in-class” raw material alternatives, as well as new, creative, collaborative relationships.

OneSource’s concept is derived from president and founder Rob Runyan’s successful sales/marketing management experiences with large to small fiber based packaging companies since 1974. Runyan’s career background includes:

Industry Background:

- 1974 – 1978 Packaging Corporation of America – Rittman, OH and Evanston, IL
- 1978 – 1991 Sonoco Products Company – Lancaster, OH and Hartsville, SC
- 1991 – 1995 Fairfield Recycled Papers Company – Baltimore, OH
- 1995 – 2006 The Newark Group – Baltimore, OH and Columbus, OH
- 2006 – Present OneSource Paperboard, LLC & Centrics LLC – Columbus, OH

Runyan led the introduction of Sonoco Products Company’s mill group sales into the North Central and Midwest – USA in 1978. Within Sonoco, Runyan led the sales and marketing efforts that turned into growth for their mills in Lancaster, OH, Sumner, WA, City of Industry, CA, Richmond, VA, and Holyoke, MA. Additionally, Runyan was deeply involved in Sonoco’s acquisition of mills in Montreal and Trent Valley - Canada.

In Baltimore, OH, with Fairfield Recycled Papers, and then the Newark Group, Runyan made substantive contributions to the group's profitable transition from MEDIUM to several unique specialty uncoated light-weight recycled paperboard products and services.

Runyan has also contributed to the recycled paperboard industry through his marketing committee participation within the AF&PA, Recycled Paperboard Alliance and CCTI Marketing Committees since 1983.

Industry Association History:

1978 - Present Composite Can and Tube Institute Marketing Committee participation ('95 – '01)
1983 – 1991 AF&PA Recycled Paperboard Marketing Committee member.
1995 – 2006 Recycled Paperboard Alliance (RPA 100%) Marketing Committee
2002 – 2006 Paperboard Packaging Council (PPC) Marketing Committees
2003 – 2006 Chairman of RPA 100% Marketing Committee
2006 – present OneSource and Centrics are proud members of the CCTI and NAPA
2007 – present CCTI Board of Directors member

Since 2001, the fiber based packaging industry has experienced the most significant decline and market change in history. These changes have caused dramatic profit and growth challenges for everyone. Runyan initiated OneSource to assist those innovative companies who are *committed* to embrace the new market dynamics with a focus on re-imagining their companies to broaden their customers' satisfaction performance and gain top/bottom line growth.

What is HPE, Inc and OneSource's Relationship? OneSource is privileged to work in collaboration with HPE, Inc. located in Cincinnati, OH. HPE is a well-established, globally entrenched brokerage company that creatively handles all secondary to primary paper products with a personal focus on their customers' and vendors' best interests. OneSource has a number of other vendors we routinely work with such as Beloit Box Board, Manchester Industries, Blue Ash Paper, Valley Packaging, Forest Resources, and Midlantic Paper Products and more as clients' needs arise.

What can OneSource Paperboard do for you? OneSource represents only the 'best-in-class' network within the fiber based packaging industry. Their mission is profitable growth for all clients. OneSource takes pride in their clients' growth and satisfaction with their support.

How is OneSource Paperboard a different third party provider? OneSource develops collaborative alternatives to grow value and strengthen revenues for their clients by introducing "good-to-good" companies where collaborative relationships with trustworthy suppliers are initiated and strengthened. OneSource's ownership of Centrics, a marketing research firm, offers another dimension of support. Also, OneSource guarantees 'objective product offerings,' meaning if OneSource is unable to improve or add value to a company, they will tell you. Finally, OneSource's services are differentiated by their total focus on their clients' success.

Whom can you call about OneSource?

- Erdie Industries – Lorain, OH
- EMCO BP – Montreal, PQ
- Crescent Paper Tube – Florence, KY
- DRC Industries – Carrollton, KY
- Beloit Box Board – Beloit, WI
- HPE, Inc. – Cincinnati, OH
- Fox Fibre and Packaging – Cincinnati, OH
- Manchester Industries – Hagerstown, IN and Richmond, VA
- Columbus PaperBox – Columbus, OH
- Cardinal Container – Columbus, OH
- Containerboard, Inc – Atlanta, GA
- Midlantic Paper Products – Greensboro, NC
- The Valier Group – Macon, GA
- Valley Packaging – Northvale, NJ
- Global Fibers – Indianapolis, IN
- TALCO – Middletown, OH
- The Newark Group
- Ohio Paperboard Corp. – Baltimore, OH
- White Pigeon Paperboard – White Pigeon, MI
- Indiana Corrugated – Marion, IN
- Forest Resources, LLC – Hartford City, IN
- Fiber Sales – Hilton Head, SC
- Hallmark – Kansas City, MO
- Ox Paper Tube – Kansas City, MO
- Sonoco Products Company – Hartsville, SC
- The Recycled Paperboard Alliance – Washington, DC
- The Composite Can and Tube Institute – Alexandria, VA
- The North American Paperbox Association – Alexandria, VA

What is Centrics LLC? Centrics is a full service market research company that is principally focused on the fiber based packaging industry. This is a joint venture with Priority Metrics (PMG), established in 1994, that applies a number of proven tools such as market surveys, lead generation services and secondary research to define and measure a client's market performance.

All Centrics' research is tailored to individual clients' goals. This research service approach is unique for the fiber based packaging industry. All Centrics' and PMG key employees have an extensive knowledge of the packaging industry, including paper, plastic, glass or metal.

What can Centrics do for you? Centrics discovers replicable results in areas such as:

- The product and service attributes that are driving clients' businesses
- The client's product and service attributes that are the most and least important their customers
- The critical areas of a client's business such as
 - value/pricing by customer/market performance
 - their best product or competitor alternatives
- All the market information clients must consider with new product growth initiatives.
- Salient reasons for either gaining or losing business/market share
- Relative pricing as it relates to competition and a client's customers' overall satisfaction
- Indicators regarding a client's customer retention, as well as growth opportunities

"All of our Centrics' clients realize a higher return on their market research investment," says John Barrett, Priority Metrics President and Centrics Partner.

I know my customers better than anybody! So does Centrics find important information I don't know? Centrics provides:

- Objective third-party prospective
- An outlet for a client's customers to share information they would not tell a company sales representative in an anonymous manner
- Centrics' business model provides primary and secondary research for clients to use to make important business decisions
- Centrics employees are seasoned professionals at discovering hard-to-find market details that all businesses need for growth
- Centrics has their own database of more than 500 studies conducted since 1994 in more than 20 countries that are benchmarked with new projects

"Try as our clients do, it is always challenging to get 'the rest of the story' as clearly or quickly as a professional market research firm, such as Centrics," says Charlie Marshall, Priority Metrics Senior Vice President and Centrics Partner.

I have never used market research to help me guide my business. How do I develop confidence in Centrics' approach with my company? Centrics has developed a research product called “Basic Quick Start” (BQS). The BQS process is an intense assessment of first-time clients’ key employees and a few of their critical clients. BQS’s key outcomes include:

- At least 10 in-depth interviews with a client’s key employees to understand critical marketing issues and the available resources to respond appropriately
- Five to 10 interviews with the client’s selected customers to understand their perception of the client’s performance, as well as a client’s customers’ satisfaction relative to the best alternative B2B vendors of similar products and services
- Centrics will compile the data into a meaningful and actionable format with specific conclusions for presentation and discussion

BQS has Centrics’ promise of “satisfaction guaranteed”. If Centrics does not meet or exceed a client’s expectations, on any project, Centrics will either conduct more research on the findings’ weaknesses or adjust the project fee.

BQS project fees begin at \$5,000. The project will take 45 days.

Who are Centrics partners? They are:

John Barrett – President of Priority Metrics, established in 1994 in Spartanburg, SC. Priority Metrics, www.pmgco.com, is a leading global provider of a full line of market research services.

Charlie Marshall – Senior Vice President of Priority Metrics and MarketLink in Spartanburg, SC. MarketLink, www.energizingsales.com, provides high-end lead generation and call center services for business-to-business companies globally.

Rob Runyan – President and founder of Centrics, LLC as well as OneSource Paperboard, LLC established in 2006 in Columbus, OH. OneSource represents ‘best-in-class’ networking within the fiber based packaging industry to offer clients the opportunity to find new, creative alternative suppliers and collaborative opportunities for their changing business needs. Runyan is a paperboard industry veteran who entered the industry in 1974.

What do John, Charlie and Rob all have in common other than Centrics? They all worked together in direct sales and marketing capacities at Sonoco Products Company from 1984 – 1991. Barrett and Runyan have worked on more than 15 different projects from 1987 – 2006, before forming Centrics. All of their projects were successful by achieving excellent returns on marketing research dollars and in turning around at least 15 businesses.

When were the OneSource and Centrics' business concepts first developed?

It became evident to Runyan, in 1995, that the entire fiber-based industry needed replicable market measurement and new knowledgeable, objective professional services to grow within a transitional market.

Runyan passionately believes that next to a clients' employees, clients' customers' knowledge, whether current, lost or perspective, is "the" greatest resource for client growth. Routine measurement of your customers' perceptions is at least as important as staying abreast of your business's financial and operational data.

"Successful companies such as P&G, IBM, HP, AT&T, Milliken, Microsoft, Apple, Toyota, Honda, Nissan, Sonoco Products Company, and MeadWestvaco's Packaging Group treat their customer satisfaction and market research metrics with same level of importance they apply their operational and financial data." Bradley T. Gale, author of "Managing Customer Value"

"I passionately believe in the power and need for market research and client satisfaction performance metrics for companies large and small in the B2B sector. The growth in the application of Centrics' marketing tools brings us into the 21st century. Together with our clients we'll compete "toe-to-toe" with anyone, from anywhere and win. Our market knowledge is our strength." Rob Runyan, president and founder of Centrics, LLC and OneSource Paperboard, LLC.

Referrals are available upon request to protect the privacy of our clients.