

Where the commitment to customers and the
commitment to employees meet





Brief History

Resource Utility Supply Company (RUSCO) was incorporated on January 3, 1994 with a firm foundation of commitment to deliver excellent customer service +1 to the Chicagoland and Northwest Indiana markets.

RUSCO has always vowed to be distinguished from the competition by not promising or promoting great customer service but by actually providing it. Following the “walking-the-walk” principle is at the core of every decision made at RUSCO. For this reason, customers stay with RUSCO for our humble approach to business; putting the customer first and doing whatever it takes to get the job done right, the first time.

As a matter of fact, the only thing that RUSCO favors more than its customers its our employees. Support of one another has been the staple of culture at RUSCO with no one person ever having to feel that they must carry the brunt of any project. Frequent meetings to discuss project progress, timelines that allow for projects to be accomplished without sacrificing personal and family time and an open book/open door policy allow employees to be a true asset to RUSCO.

We hope that after reading this, you will be as excited to want to be part of our team as we would be to have you!

The Company Mission Statement

LISTENING to our customers
PROVIDING innovative solutions
DELIVERING customer satisfaction + **1**

Locations

Distribution/Service Center:

12300 S. New Ave.
Lemont, IL 60439

Branch Service Center:

79 W. US Highway 6
Valparaiso, IN 46385

New Branch Service Center:

Location To Be Determined



Core Philosophies

Growth in Gross Profit

Growth in gross profit is essential to long term stable profitability. Due to constant pressure on profits from pay rate increases, medical cost and other uncontrollable expenses, growth in gross profit is essential.

Factors that will aid in growing gross profit:

- Buying better
- Pricing better
- Experienced and well trained customer service and sales people

Cost Control

Introduce control of costs and we can insure that we are not at an operating cost disadvantage. Key productivity ratios are monitored monthly to insure that that we maintain a lean mean fighting machine at all times. The more costs we can control, the better able we are to use the extra money towards new product investments, more competitive pricing and employee bonuses.

Key ratios are continually monitored and reported back to company employees. The value of sharing this information with our employees is certainly substantial as most of the ratios are controlled in every aspect of a team member's job.

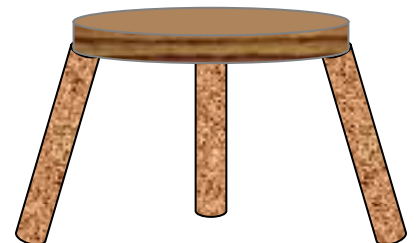
Customer Loyalty is Essential for Growth

Growth is an important component of RUSCO's long-term success and customer loyalty is an essential component to sustain growth.

The Three Leg Stool

Without any one of the three legs, the stool does not work:

- Customers
- Associates (our people)
- Vendors



and bring suggestions back to the company that will comply with our mission statement and advance our goal to bring +1 customer service to our customers. Everyone is a leader.

Culture

Every company has a culture. Some companies spend large amounts of money to portray their “ideal” culture but never truly are able to capture it. Our culture statement is simple:

The only thing we value greater than our customers is each other

This statement was created after observing the way we all interact with each other. We all participate in sales, accounting, shipping/receiving and growth strategies. Not because we have to, but because we want to. We proudly feel that this is the reason why so many employees choose to make RUSCO their home to grow their career.

Giving Back

Employees at RUSCO realize that it’s the little things that we should be grateful for. We enjoy giving back to our communities and building relationships with our fellow employees while doing so. Whether it’s delivering food to less fortunate families at Thanksgiving, to adopting local families at Christmas or participating in our own charities, we know that giving back to our communities will keep us grounded and focused on the things that really matter. We would like to expand our contributions to the community by participating in groups like Habitat for Humanity, local food drives or employee recommended charities. We are excited for our opportunities to expand our charity goals as our company grows.

Technology

RUSCO, as we know it today, can only exist due to affordable technology that has been developed over the last 12 years. Technology has had a profound effect on the company and will have in the future.

Accordingly, we realize that:

- We must continually monitor technology’s affect on our customers and our markets
- We can never let ourselves fall behind on the technology curve so that we can not compete or afford to catch up
- We cannot become in love with technology for the sake of technology alone. We have to focus on the customer, tools for our people and productivity enhancements.
- We must fully utilize the systems we have in place.
- We must recognize the importance to upgrade when needed and implement those items with regard to the lowest cost and largest benefit options available.