

Company Backgrounder

Home, pregnant and frustrated by the endless amount of unsightly, unruly and unsafe office equipment and the cabling and wiring related thereto, Valerie Holstein was not one to just sit around and suffer the problem. Instead, with the “intuition” that others in the marketplace shared her and her husband Paul’s frustration and with a strong desire to start a home based business that would allow her to earn an income while caring for her newborn, out of her garage and with just \$30 CableOrganizer.com was born. The result? After just five years post-launch, Valerie and Paul’s “other” baby is tracking to log sales revenue of \$11 million with an inventory boasting than 9,000 inventory SKUs, making it the leading source of products in its category.

What’s in a name? A mere \$30 and insightful branding, as this initial investment allowed the Holstein’s to register the intuitive CableOrganizer.com web site address. And, ever-resourceful, the Holstein’s then took full advantage of the many online business resources at their disposal, such as free web hosting and a revenue sharing system with PayPal in “exchange” for her online shopping cart system. Valerie and Paul’s frugality has also been a boon for a company’s bottom line, as all office equipment and furniture is paid for, the company carries no debt, and all of their invoices are discounted as they pays within the net 10 window.

This approach has proven fruitful. Throughout 2007, CableOrganizer.com received numerous honors and awards. The company was named among *Inc.* Magazine’s Inc. 500 list of America’s Fastest Growing Private Companies, and *Internet Retailer* magazine’s 2007 “Top 500” Retail Web sites. CableOrganizer.com was also named the Best Overall Company of the Year - Non-Services Businesses - Up To 100 Employees in the 3rd annual Stevie Awards for Women in Business, an international competition recognizing the accomplishments of outstanding women executives, business owners, and the companies they run. The Stevie Awards are produced by the creators of the prestigious American Business Awards and hailed by the *New York Post* as “the business world’s own Oscars.”

Paul concludes, “While we offer somewhat commodity products, we have chosen to differentiate ourselves and add intrinsic value by offering nothing short of customer service excellence. This mandate, combined with our goal to remain the most comprehensive ‘one-stop-shop’ on the planet for quality solutions that help our customers ‘do business better,’ has clearly resonated with consumers and, I believe, is the unique combination of factors largely propelling our success.”