

I Am the Chamber

EATONTON PUTNAM CHAMBER OF COMMERCE



AYAL LATZ

A2B FULFILLMENT, INC.

Moving Products and Ideas from A to B

A2B Fulfillment is a support services and fulfillment company, just over one hundred strong, which opened in 2001 with headquarters in Greensboro and a second facility in Putnam County. A2B Fulfillment provides warehousing, receivables and returns, fulfilling, shipping and handling, assembly, kitting, reworking and labeling for their clients and their companies.



Weeding Out Opportunities

Ayal's ingenuity for starting up successful companies began when he was in high school. To make money, he started up his own lawn and garden business in the suburbs of Atlanta. A company he later sold upon admittance into college.

Survivor Man

Ayal parlayed his knack for spotting successful opportunities into transforming a family run venture into A2BFulfillment. It all started in 1995, when his family invented a board game called The Dinosaur Game, Survival or Extinction. The difficulty, pre-internet, was in marketing and sales for one product. To be competitive, they partnered with several other small independent dinosaur-based toy companies to maximize product variety. Ayal and his family handled all sales, distribution, warehousing and fulfillment for these companies, a move that lead Ayal to decide "that the real business opportunity was in logistics and... fulfillment".

Location, Location, Location

According to Ayal, "when first...looking at property for expansion everyone in the city [of Eatonton] and [Putnam] County were extremely helpful". Eatonton became the perfect location for a second facility, owing to its close proximity to Greensboro. He states "as we grow our business...we intend to use the two locations to maximize the efficiency of our overall operation".

For more information, please call Ayal Latz: 866-843-3827.

BILL RAINEY

ROSSEE OIL COMPANY, INC.



Black Gold, Georgia Hills

Bill Rainey sits at the helm of Rossee Oil Company, Inc. a company founded by his father in February of 1945, as a full-service station. Since then the company had grown to employ 22 personnel, and is a provider of wholesale gasoline, serves as a pioneer in gasoline pump technology, owns several local service stations, and has a side clothing venture, operated by his son, Cooper Rainey.

For Your Convenience

Rossee Oil Company has always been a family business. And, in 1976 the company made the transition from full-service station to self-serve convenience store. Bill himself left college early that year to work alongside his dad in the business. By 1983 he and his dad had become landlords, leasing the last of their convenience stores and selling gasoline wholesale, to their respective tenants. Three years later, the company became the first in the area to add the Cardlock system to the full pumps, in their service stations, enabling them to remain open twenty four hours a day and seven days a week.

A Need For Expansion

The clothing venture was added to the business in 1998. The venture was added as a way to give back to the community, and helped offset costs of a massive building expansion.

Homecoming

When asked about Eatonton, Putnam County, Bill said he loves "coming home". His family has been in Putnam County since the 1800's.

For more information, please call Bill Rainey: 706-485-4771.