



**Treat Everyone with Respect and
Watch What Happens to Your Business**

- **Written by Kirsten Austin of DCSC Inc.**

Working with distribution and manufacturing companies is extremely informative and exciting. Not only does each DCWarehouse Customer have unique products, but they also have their own unique style. There are many factors involved in building and maintaining a successful business. These factors include cutting costs when appropriate, motivating employees, managing operations and maintaining important relationships. Did you ever stop to think of all the people you meet in a day and how their jobs affect your company? Sam Prestipino Sr. and his team at Implus Footcare certainly have. It is no wonder that this innovative leader in the \$1 billion footwear accessory marketplace continues to grow.

Implus Footcare, LLC. (www.implusfootcare.com) was founded in 1988, as Impact Plus. The idea behind Implus was to take innovative products to market that would provide practical solutions at great value to the customer and retailer. Since its introduction, Implus has experienced exponential growth and evolved to become a leader in the footwear and outdoor accessory market.

Implus has expanded to offer a full family of accessory items with 11 total brands in both Specialty and Food/Drug/Mass markets. From insoles & shoecare, performance and team socks, to ice traction, body warmers and navigational tools, Implus proudly distributes in over 75,000 retail outlets across North America and over 70 countries worldwide.

What left a lasting impression on me after a tour of their Durham, North Carolina Facility were the details that put respect for relationships in play. In the corner of their warehouse you will find a lounge area with phones, a bathroom and other amenities for the truck drivers who unload and load their goods. Never before had I seen such a nice area for the hardworking people that drive over our dangerous highways. In addition, Sam is incredibly kind to the warehouse personnel and treats them with respect. Warehouse Personnel are cross trained and many amenities are offered to keep these employees happy and motivated. Implus provides a fully functional workout room, shower facilities and recently added an indoor basketball court (to go along with the outdoor one, and the street soccer area).

People treated with respect tend to work harder and go the extra mile for their employers and customers. There is no doubt in my mind that Implus will continue to grow successfully because they understand this simple concept and incorporate it into their operations.

