

# The Pallet



## Best Pancakes Ever!

*What can silver dollar pancakes teach us about business?*



The pancakes pictured above possibly represent the best in the world. To find them you have to travel to Berkeley, California. They come hot, beautifully placed, and with fresh — really fresh — fruit on the side. Real Maple syrup, butter from happy California cows, and the shiny

clean plate complete the picture. Question: Do people rave about your business? Do you offer such *great* stuff that people can't afford to go elsewhere? Does your product keep bringing them back? By the way, these pancakes always come out this way. Sometimes better.

### Where can I get a Great Cappuccino?

Some businesses just know their stuff. That place with those great pancakes also happens to make the best cappuccino this side of Italy. Fresh milk, top quality coffee, and just the right amount of foam. Come to think of it most *everything* they make at that corner eatery comes out great. But, why?

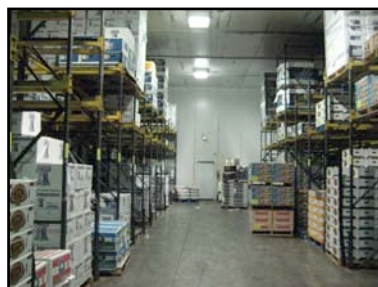
It comes down to a way of thinking — a mindset that takes pride in offering top quality ingredients prepared by careful hands in a non-preentious environment.



What about your company? Do they take pride in offering excellent service? Do they carefully put together an irresistible product?

### TRIM DOWN FOR THE NEW YEAR—LET US HELP YOU REDUCE WAREHOUSE EXPENSES

**Pallet Consultants** can evaluate your current warehouse procurement expenses with a view to enhancing your bottom line. We offer a free — no cost, no obligation — assessment of your warehouse or distribution center. Our *Warehouse Renewal* team will make sure you have the appropriate pallets, warehouse equipment, and packaging



supplies at the right cost. We also assess workflow, conveyers, and racking. Then, we offer our professional recommendations. On average, **Pallet Consultants** saves businesses about \$10,000 a year on pallet services alone. The benefits increase when you factor in 10% to 30% additional savings from higher warehouse efficiency. Schedule your free visit by calling (954) 946-2212.