



[www.crpindustries.com](http://www.crpindustries.com)  
USA | CANADA | MEXICO  
ISO 9001:2008 Certified

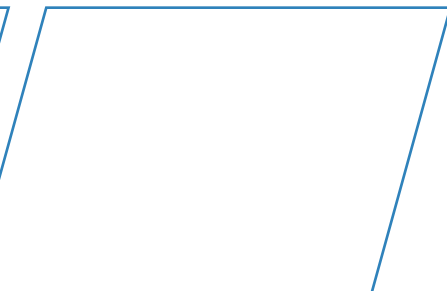
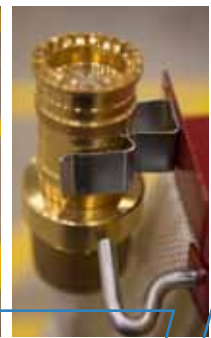
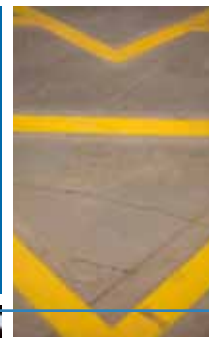
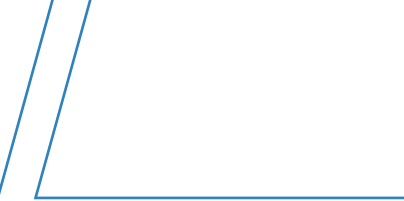
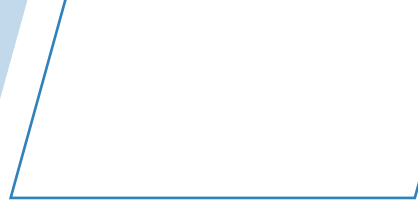


The Executive Bulletin is a new initiative for CRP and we welcome feedback.  
If you have any questions or comments, please call 609.578.4100 or write us at [info@crpindustries.com](mailto:info@crpindustries.com)

©2009 CRP Industries Inc. All rights reserved.



## CRP INDUSTRIES EXECUTIVE BULLETIN



The new CRP Headquarters:  
**STEP INTO THE FUTURE**

Words by Al Navarro  
Photography by Laura Billingham





By any human measure, 45 years is a long time. A significant milestone. It's an especially long time for any company to stay in the same location. The same building. And that's exactly what CRP Industries did at its Minue Street address in Carteret, New Jersey.

But all that changed on May 4, 2009, when CRP moved into a brand new facility in Cranbury, New Jersey. Although the new building is just 25 miles away from the old one, it is a quantum leap forward in terms of potential capacity and efficiency.

According to CRP President Dan Schildge, after 3 rounds of expansions and additions, the old CRP building was "maxed out", in both the warehouse and the office. In recent years, CRP had even taken to leasing additional off-site warehouse space to keep up with the growing needs of its business. So while the move to Cranbury is a change, it's really just an evolution of the growth that started when Dan's grandfather Adam Schildge set up shop in the Carteret building decades ago.

The facility at 35 Commerce Drive is state-of-the-art, and built with the future in mind. From the number of pallet positions to the number of conference rooms to the quality of



the wiring in the walls, by every measure the new building surpasses the old one — and even allows for a healthy measure of growth before another move of this scale is required.

Says Schildge, "I see the building as another important step forward in the evolution of CRP. Over the past year or so, there have been a lot of major changes within our organization: first the launch of the Rein Automotive parts line, then the transition to the new Management Team [which includes Schildge; Kevin Stock, VP of Finance; Michael Palm, VP of Marketing & Sales; and Abe Garweg, VP of Product Development], and now this great facility. CRP is well prepared for the next 40 years and beyond."





## What a difference 12 days make.

*A personal observation by writer Al Navarro*

I visited the new CRP building twice in the month before the May 4th move-in. On my first visit, I couldn't get over the scale of the space. Everything seemed bigger. And better. Instead of the 4 loading doors at Minue Street, the Commerce Drive location has 14. Instead of an 18-foot ceiling, the new building has a 36-foot/11-meter clear height. And the light — both natural and electric. Literally night and day.

On my second trip to Cranbury, just before the move, I had the privilege of getting a tour by President Dan Schildge and George Schildge (former President/current Chairman of the Board). I was unprepared to see the pallet racks, once so stark and full of a certain geometric beauty, now starting to fill with product. The warehouse buzzed with activity, everywhere forklifts going back and forth and up and down.



Near the end of our walk around the facility, I spotted a few pallets alone in a high rack location— contrary to what I had been told weeks before, that they would fill the lower positions first. I note this to Dan, and ask him what could possibly be up there this early in the moving process.

He replies without hesitation, "A3 Jetta Gloveboxes. I checked last night." His father adds, "For longtime customer Volkswagen, we did a lifetime purchase and inventory deal for this item. And that's where the balance of the inventory sits. We hope lifetime doesn't mean another 45 years!" We all share a laugh that echoes off the concrete walls.

## FAQs and Figures

Area of Land:	8.4 acres / 3.4 hectares
Total Area of Building:	108,000 ft <sup>2</sup> / 10,037 m <sup>2</sup>
Warehouse Area:	101,000 ft <sup>2</sup> / 9,386 m <sup>2</sup>
Office Area:	14,000 ft <sup>2</sup> / 1,301 m <sup>2</sup> (two floors)
Office Furniture:	Herman Miller
General Contractor:	J.G. Petrucci
Architect:	Cerminara
Distance from Minue Street, Carteret, NJ:	25 miles / 40 km
Number of Parking Spaces:	96
Clear Ceiling Height in Warehouse:	36 ft / 11m
Number of Loading Doors:	14
Number of Pallet Positions:	9,000
Amount of Cat6 Network Cabling:	6 miles / 9.7 km
Number of Wireless Antennas in Warehouse:	13
Number of Computer Servers:	18
Truckloads of Product Moved from Old Warehouse:	170
Total Number of SKUs:	14,000
Employees:	80 (Cranbury location)
Service area:	NAFTA Market
Hours of Operation:	Warehouse 7:00 AM to 5:30 PM Office 8:00 AM to 5:30 PM



ContiTech is an independent division of the Continental Group AG - Germany's largest...



Globally recognized as an industry leader in mineral oil based and synthetic fluids, Pentosin meets the demanding OE standards of the world's finest automobile manufacturers. Rein provides original fill and service refill on a number of Asian, and domestic car brands. CRP Industries, Pentosin's NAFTA partner since 1998, provides CRP technical replacement fluids including antifreeze, brake and transmission fluids, and motor oils.



USA | CANADA | MEXICO

Home Contact Us

search



Overview

Business Units

Literature

News

Locations

ISO 9001: 2000 Certified

Home>

"For over 50 years, we've been a gateway to quality and a trusted source of service & support."

- George Schildge, Chairman



### CRP Automotive

The largest division of CRP that handles tens of thousands of automotive parts each year in the NAFTA market, including timing belts and timing belt kits, serpentine belts, air conditioning parts, cabin air filters, anti-vibration and suspension parts, wheel bearing parts as well as high-tech automotive fluids.

CRP Industries is a leader in the automotive parts and industrial products sectors. We provide some of the most recognized brand names in these markets, including **ContiTech** Automotive Belts, **Rein Automotive** Parts and Accessories, **Pentosin** Technical Fluids, **CRP Industrial** High-pressure Thermoplastic Hose and **Perske** High-speed Motors.

CRP also supports and services a wide network of wholesale and retail outlets for the products we carry. So if you or your customers have a demand for high quality products and superior service - in any of our areas of specialization - don't hesitate to give us a call. [More>](#)

### Our Vision

We provide the world's manufacturers a gateway to North America for their products, while providing our customers with high quality product lines at fair prices, backed by excellent customer service and marketing support. We make it easy for both to do business in North America.

### News

CRP unveils the Rein Automotive line of OE quality parts at AAPEX 2008 in Las Vegas.



CRP is proud to have achieved ISO 9001:2000 certification. Rigorous new standards were used to evaluate quality control and process management. [More>](#)



### Fast Facts & Figures

12,000



## A new homepage, too.

CRP Industries is proud to announce the launch of a robust new web presence at [www.crpindustries.com](http://www.crpindustries.com).

"Like our new building, the new CRP website presents a much more accurate image of what our company does and stands for," says Mike Palm, VP of Marketing & Sales.

The new CRP website covers all three operating units (Automotive, Industrial Hose, and Perske Motors), and even features online cataloging. What's more, each of the three primary automotive brands that CRP represents here in the NAFTA market — ContiTech, Rein, and Pentosin — gets its own dedicated sub-site.

See for yourself at [www.crpindustries.com](http://www.crpindustries.com).



# A roundtable with key change agents at CRP.



**George Evanego**

Director of Operations



**Peter Lento**

Director of MIS



**Kevin Stock**

VP of Finance

In the weeks before CRP's move from Carteret to Cranbury, we talked to some of the "prime movers" behind the relocation.

*Here are some excerpts from their conversation about the challenges and benefits of this major milestone in CRP history.*

**Q:** Why don't we start with each of you telling me from your own point of view what some of the upsides of the new building are.

**George Evanego:** Let's just say that even if they put this building at Exit 4 on the New Jersey Turnpike (another 30 miles away), I would gladly drive to Exit 4. I'm that excited and enthusiastic about the opportunities that this new building presents. Strictly from the logistical side, this building provides us enormous potential to increase our efficiencies on both the inbound and outbound sides. It also provides a whole different atmosphere. When you walked into our old warehouse, it was dark and tired. When you walk into this warehouse, I don't know if you've been down there, but it's bright and fresh.

**Peter Lento:** From an IT perspective, it's a huge improvement for us because the old building was added onto three times and we had switches in peoples' offices, under their desks, it was a kind of add-as-you-need kind of thing — it was a real hodge-podge. Whereas now I was able to sit down and completely design the new installation. Everything comes out of a central server room instead of closets here and there. And it's all brand new wiring.

**Kevin Stock:** From a company image standpoint, I think everyone who walks through the door of the new building should be totally re-energized by what they see and how it's laid out, and the Operation's group, how much more efficient they're going to be, how the office now enables everyone to communicate better — I'm looking forward to seeing how everyone feels about it and how it impacts the company, and I think it will be in a positive way.

**Q:** Now, about the actual move, what are the logistics of that and what do you think the major challenges will be?

**George Evanego:** Kevin has handled the office side of things, but essentially everything else, as they say, "on the other side of the wall", is being handled by Operations. The majority of people will leave Carteret on a Friday, and Monday morning will report to Cranbury and their office will be set up.

But the biggest challenge for the operational staff is everything else, the over 4,000 skid positions that are sitting in Carteret, the almost 1,000 skid positions that are sitting in an off-site warehouse space we currently rent, the continual inbound product that comes from the pier, the outbound inventory management, the order entry, the invoicing, we have no intentions of shutting down at all during this move.

**Peter Lento:** An old boss of mine once said, in these days, computers should be like the phone. When you

pick up the phone, you don't check to see if there's a dial tone, you just pick it up and start dialing.

So the people who move out of the old building are going to expect to sit down at their new desk, and turn on their computer, and everything will be there like they had it before, with no change. That's a huge challenge, but it's kind of exciting stuff, too.

**Q:** Okay, what's your single favorite thing about the new building?

**Peter Lento:** That lovely server room [laughs]. But other than that, looking at the layout, I think they did a marvelous job with the flow and the furniture selection. I think it's going to be a much more collegial place to work. For example, we've got 3 to 4 conference rooms instead of 1 that everybody was fighting over. I think it's a huge improvement from that standpoint.

**George Evanego:** My favorite feature is having the tools and the space...you know what...I think that's a

hard question, because from a logistical point, from the warehouse point of view, the entire building's fantastic. It's got all the bells and whistles, everything that an operational department needs to drive the efficiencies.

It really is difficult to say one thing, because, you know the rack space, to have a 36 foot clear building, to have the walls be painted white, it's silly to say, but that really brightens the place. Having adequate lighting for the picking, that really is one of the bonuses, because lighting is important to accuracy.

**Q:** Last question — what will you miss most about the old building?

**Kevin Stock:** I think of CRP as the people I work with... so come Monday May 4, hopefully, when we move, it's going to be the same people there with a much better facility, so I don't really have much that I'll miss of the old building. I guess there's some history of it, but we plan on bringing some pictures that kind of honor the history of CRP and the various locations we've been.

**George Evanego:** From the logistical point of view, there were a lot of challenges in the old building. That being said, there's certainly a history in the building, we've been here a long, long time, there's a lot of stories, not so much for me because I've only been here 8 years, but there are people that have been here 40 years, and it is fun sometimes to sit down and listen to them recollect how it used to be, and the changes over the decades, and some of that kind of campfire story stuff. It really plays into understanding the culture, and how the Schildge family, from Adam to George to Dan, has moved the company along.

Who knows, maybe 40 years from now, people will be telling stories about Cranbury, this will be Dan's legacy, this will be the big move that he made.

