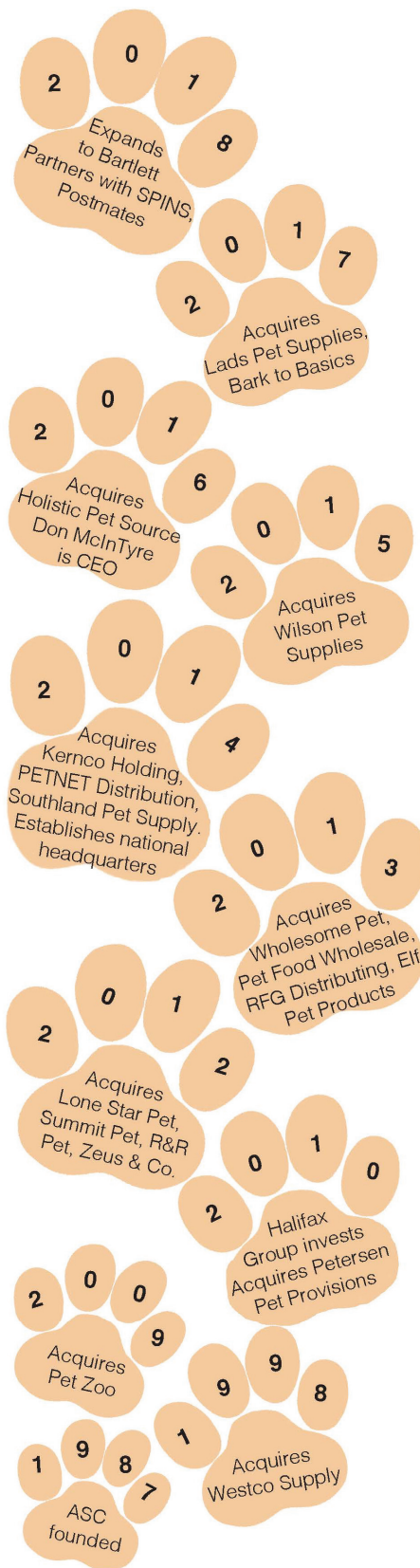


SPECIAL REPORT

Animal Supply Company

ANIMAL SUPPLY COMPANY THROUGH THE YEARS



Animal Supply Company (ASC) was founded in Federal Way, Washington in 1987. Since its inception, the company has served as a liaison between pet product manufacturers and retailers. ASC always had an appetite for growth as it steadily grew its influence over the region with an acquisition of Westco Supply in 1998 and Pet Zoo in 2009, the first of many strategic acquisitions. Through the years, ASC has continued to increase its footprint across the US and form stronger bonds with manufacturers and retailers.

The Halifax Group

In 2010 when the company founders wanted a partner to help them grow, The Halifax Group stepped in. They helped develop and execute succession plans, formulate strategic growth plans to drive above-industry organic growth and acquisition growth, envision and execute a nation-wide acquisition and integration plan, create a new centrally located headquarters and shared service center among other measures to professionalize and grow the business. Information on the Halifax website states that to date, Halifax and the management of ASC have completed 17 add-on acquisitions and grown revenue by more than 500 percent and EBITDA by nearly 400 percent.

Acquisitions

ASC has steadily increased its footprint across the US, becoming one of the first coast-to-coast pet distribution platforms for the independent retail channel. The company has grown the business from an eight-state regional leader to a leading national distribution platform serving 46 states and the Caribbean. The company has successfully assimilated around 17 new businesses since 2010.

Don McIntyre of ASC, said, "As we continue to grow, try to bring great offerings to our customers and utilize our footprint across the country, we continue our discussions with various partners who are all very consistent, great brands." He points out that all the companies they have acquired over the years have had approaches to their cus-

tomers and teams that are very similar to those of ASC. "It's not a large leap for us to consider, but we will continue to have that as part of our strategy going forward," he said.

Future Focus

Not a company to rest on their laurels, ASC is looking at making improvements to enhance customer experience and arming itself with technology to facilitate better dealings with vendors and retailers.

The company has embraced the digital age with a business-to-business e-commerce website that was launched in December 2017. Developed with OroCommerce, the website will have a mobile responsive design that will organize products by brands and categories, have dynamic inventory, advanced search, quick ordering and easy check-out.

In Fall 2018, ASC is scheduled to release a B2B mobile application, enabling retailers to shop on-the-go from their smartphones. It also will have an easy scan-to-order feature.

Partnership with Postmates

"Our top priorities are leading in digital solutions and e-commerce logistics. We have built a new e-commerce platform that allows us to innovate and provide new service offerings that are very different from the core business we had and is transforming our industry," McIntyre said.

This mindset led to ASC partnering with Postmates. Having learnt from its most trusted retail partners that they were becoming increasingly concerned with competing against big online retailers. The company formed a partnership with Postmates, whose couriers will deliver product directly from stores to front doors in minutes. The service will begin with a few retailers in California and Texas and then roll out to a larger retailer and consumer base.

While devising their digital strategy, the company realized everybody—across generations—likes convenience and they could provide that convenience while preserving the link be-

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