

# GULF COAST OFFICE PRODUCTS



Vice President Trey Beall, Director of Sales Stephen Gammon, and Director of Operations Mike LaCour.

## Growing fast, growing better, growing with Baton Rouge



Gulf Coast Office Products moved into its new, 15,000-square-foot facility in August 2005.

### AT A GLANCE

Primary Product/Service: . . . . . RICOH, SAVIN, HEWLETT-PACKARD, DIGITAL SYSTEMS

Top Local Executive: . . . . . TREY BEALL, VICE PRESIDENT

Local Employees: . . . . . 37

Year Founded: . . . . . 1977

Web Site: . . . . . www.gcopnet.com

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**G**ulf Coast Office Products moved into its new 15,000-square-foot facility just days before Hurricane Katrina hit South Louisiana. The timing was fortuitous. Within the week, more than 50 of its displaced New Orleans employees were on-site, using the spacious facility for temporary office space. The office supply firm's sales skyrocketed.

"Overnight, everything changed. We had record months of sales in September and October with people setting up new offices," says GCOP Vice President Trey Beall. "The timing to have this type of facility was incredible. I don't know what we would have done in the other location. It was only 2,500 square feet."

Explosive growth is nothing new for the Baton Rouge-based firm. For the 10th consecutive year, GCOP boasted record sales in 2005. As a large, cash-rich, individually owned company, GCOP is able to offer the very latest technology coupled with extremely personalized service and hands-on attention. And while substantial growth warranted the new location, the unpredictable events of 2005 made it a necessity.

GCOP's new facility features a two-story administration building and a warehouse at Plaza Americana Drive, near the junction of Airline Highway and I-12. The structure triples GCOP's administrative area, offers a large service department and features a huge product showroom. The large warehouse can store up to 1 million parts and products on-site. The features of the new facility add a lot of value to what the company does, but nothing has changed about the basic principles that keep GCOP customers satisfied.

"The most important thing is that we are readily available to our clients. Everyone in our company is acces-

sible," says Beall. "We have a strong nucleus. Our management team has been with Gulf Coast Office Products for years, and we know our customers personally."

Indeed, Beall counts his loyal and professional staff as one of the company's greatest assets. In addition to Beall's 12 years, Director of Operations Mike LaCour has been with GCOP for 24 years and Director of Sales Stephen Gammon for eight. "That's a lot of tenure and experience that we bring to the table," says Beall.

But that doesn't mean the business is afraid of change. Gulf Coast Office Products has always kept up with the latest trends and technology. Most recently, disaster recovery has become paramount to its business because of the importance of scanning and storing documents. In addition, digital imaging and faster, more robust, complete office systems are becoming common in offices large and small. A new GCOP Web site ([www.gcopnet.com](http://www.gcopnet.com)) profiles the latest equipment, features available products, and offers clients one more way to get in touch with service personnel.

GCOP is community-minded as well as business-minded, a combination that may be the mark of the company's greatest success. Record growth only adds to the company's emphasis on local philanthropic endeavors. GCOP offers a hand to the Baton Rouge community at large, just as it invests back into the community through additional employment and new construction.

"Above all, we realize that we play a vital role in the day-to-day operations of our clients' businesses," says Beall. "If their system is not working, then their business is down. But we have the infrastructure and the customer on site to keep them running smoothly. Our customers come first, and their business is our top priority." ●