

Johnson City/Jonesborough/Washington County Success Story



A significant success has occurred in Johnson City with the relocation decision of Technipak, a full-service order fulfillment company. Technipak announced in October, 2004 of moving its headquarters to Johnson City, Tennessee from the Denver, Colorado area due to its success in East Tennessee. The company has upgraded its facility, technology, equipment, services and marketing and has expanded its labor force in Johnson City.

Of major interest to the Economic Development Board is Technipak's analysis of Johnson City's strategic location for distribution and related e-commerce operations. Technipak picked Johnson City for its national U.S. operations headquarters due to its unique position in offering 2-day UPS coverage to 65% of the nation including population centers in Florida and New York. Technipak conducted an intense analysis of the optimal location for distribution via UPS for its eastern U.S. operations. Technipak now operates a 100,000 square foot facility in Johnson City and maintains a 70,000 square foot operation in Colorado. Through the Johnson City and Denver facilities, Technipak can reach 90% of the U.S. population with 2-day UPS shipping.

Technipak originally considered Harrisburg, Pennsylvania and Knoxville before deciding on Johnson City. Johnson City has an extremely advantageous position for order fulfillment and distribution with its central location and the improved interstate highway system. Much of Johnson City's future economic base will be driven by locational advantages related to Interstate 26, and Technipak's selection of Johnson City as its base of operations nationally validates an increased focus of attention by EDB staff in this important area of job creation and retention.

“The move to the central location is saving thousands of dollars in transportation costs for some of our long time customers,” said Technipak President Mark Scheidt.

Services: Technipak services include order processing and fulfillment, receiving, product procurement, returns, warehousing, kit assembly, packaging, distribution, inventory management, freight and shipping assistance, call center capabilities and advanced information technologies. Clients interface with Technipak online and have the ability to enter new orders, analyze inventory and returns, via the Internet 24/7. In addition, Technipak offers promotion and marketing services to customers.

Customer products distributed by Technipak include: cosmetics, infant apparel, literature, hardware, pharmaceutical, nutritional and herbal supplements, and consumer-direct products such as educational tapes, CDs and books, food products, equipment, decorator items, orthopedic products, etc. Sales are made through e-commerce, catalog, print advertising, and TV spots and infomercials. Technipak handles products for the business to business and business to consumer sectors.

“Technipak has a reputation for excellent customer service and upgrades that are taking place in Johnson City are delivering faster, worry-free, cost effective service. For example, we recently took on a new customer, who was 1,000 orders behind when they came to us. Within 48 hours we had the product in house and were processing orders,” said Scheidt. The company has launched a new web site: www.technipak.com

P.C. Snapp, Executive Director of the Johnson City, Jonesborough, Washington County Economic Development Board stated. **“Technipak is a fascinating company with high growth potential and by sharing their locational research with us critical information is provided for recruitment of additional distribution-sector businesses to the Johnson City area.”**