

# Gordon Flesch Company Equipment Proposal

Prepared for:

Lincolnwood School  
District 74

Submittal Date:

July 27, 2022



GORDON FLESCH®  
COMPANY, INC.  
BUSINESS TECHNOLOGY. MANAGED.®



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Thank you for the opportunity to provide you a proposal for a printer and copier maintenance program for Lincolnwood School District 74. In your RFP, you make it clear that Lincolnwood School District 74 values prompt, accurate and quality service. Lincolnwood School District 74 can be confident that if Gordon Flesch Company (GFC) is awarded this contract, your staff and students will have uninterrupted and reliable service from the start of the on-boarding process and throughout every day that GFC is responsible for your printer fleet.

GFC was founded in 1956 and has been growing steadily and responsibly for more than 66 years. This means Lincolnwood School District 74 can count on our organizational and financial stability, ensuring your technology is supported and serviced by the industry's most reliable partner. At the beginning, our Project Manager and technicians will help your team through the on-boarding process and, using our proven project management methodology, will ensure a seamless transition. If an issue does arise, GFC's experienced, locally based customer service team and field technicians will be there to keep your organization running without interruption. In addition, GFC's imageCARE managed print service uses the most modern software to deliver your toner and supplies in the most cost-effective and efficient manner possible.

The K-12 and Higher Education vertical market is our single largest customer base. As a company, GFC currently services and manages (297) K-12 Districts and (88) colleges and Universities. These 385 educational entities have a combined 12,066 units that produce 824 million images annually. Having worked with school districts across the Midwest, we believe a partnership with Lincolnwood School District 74 would have a tremendous impact on your customer satisfaction and bottom line. GFC customers know us to be a top-shelf vendor who stands behind our products, honors our commitments and is there when our customers need us. We are among the largest independent companies in our industry in the United States, offering the most modern technology and managed print services.

Again, thank you for the opportunity to work alongside Lincolnwood School District 74. It is our sincere hope to provide a solution that successfully answers your questions, efficiently manages all your needs, and provides long term strategic planning for your business. We are excited about this project and hope to earn selection as your vendor of choice.

Sincerely,

**Alex Gengo**

Account Executive

t: 847.996.3503 | c: 815.582.6927

[agengo@gflesch.com](mailto:agengo@gflesch.com)



# Company Information



## Company Information

On behalf of the Gordon Flesch Company (GFC), I would like to thank you for this opportunity to earn your business. We very much look forward to starting a partnership with Lincolnwood School District 74. GFC is the largest independent dealer of Canon products in the United States. We are proud of our track record serving the K-12 and Higher Education market, which represents our single largest customer base. As a company, GFC currently services and manages **(297) K-12 Districts and (88) colleges and Universities. These 385 educational entities have a combined 12,066 units that produce 824 million images annually.**

Sixty-six years ago, an entrepreneur named Gordon Flesch left the Royal Typewriter Company to take over a small 3M dealership selling what was - at the time - a breakthrough technology, the Thermo-Fax copier. The first dry copier on the market, it put affordable, easy duplication within reach of more businesses than ever before. In those early days Gordon Flesch not only sold the machines, but he was also their sole repairman as well. In addition, he also offered something else: a commitment to uncompromising service, and to loyal customer relationships that grew out of that "do whatever it takes" approach.

Today, GFC has a network of 32 offices in 7 states, employing over 635 associates. The company continues as a vital, family-owned enterprise led by the founder's sons, Tom and Bill Flesch. A third generation Flesch family members, Patrick and Mark, have moved into senior leadership roles as President and COO, ensuring that the ideals and spirit of our company's founder will be preserved. The company's menu of products and services has diversified as well, as new technologies and workplace changes have created demand for more integrated, networked solutions.

In addition to its expansive lines of copiers, printers and other peripherals, GFC has pioneered the implementation of technologies such as electronic document management and services like managed print programs and managed IT services; we are a business technology solutions provider that helps organizations improve operational efficiencies. Amid all that growth and all those changes, one idea has held fast: **Gordon Flesch's original commitment to service excellence.** That level of excellence isn't merely the summation of over six decades of hard work; it's an excellent foundation on which to build in the decades to come.

### Main Contact:

Alex Gengo  
Account Executive  
t: 847.996.3503 | c: 815.582.6927  
[agengo@gflesch.com](mailto:agengo@gflesch.com)

### Your Gordon Flesch Company Branch:

**Regional Headquarters**  
401 North Kirk Rd  
Geneva, IL 60134  
Local: [630.262.8300](tel:630.262.8300)

### Principal officers include:

- Thomas Flesch, CEO
- Bill Flesch, Chief Development Officer
- Patrick Flesch, President
- Mark Flesch, Chief Operating Officer
- Kelly Dolphin, Chief Financial Officer
- Kirk Hoepfel, Regional Director of Sales & Operations





1978

GFC expands to Columbus, OH and another office opens in Madison.



1982

Bill Flesch, Gordon's third son, joins GFC.



2016



2006

Tom Flesch's son, Patrick, represents the next generation to join the company. In 2018, is named President of the Gordon Flesch Company

2021

GFC breaks ground on a new office in Appleton, Wisconsin.



1956

Gordon Flesch, a salesman for Royal Typewriters, takes over a 3M dealership and establishes the Gordon Flesch Company in Madison, WI.



1983

Gordon Flesch Company expands and builds an office in Milwaukee.



2009  
The professional services division is created, the first step in moving GFC beyond equipment sales and service.



2020

GFC expands their footprint in Indiana with the purchase of Jim Gordon, Inc. based in Columbus and Bloomington, Indiana.

1956

1956

1975

1980

1985

1990

1995

2000

2005

2010

2019

2022



1976

John Flesch, Gordon's son, joins the Gordon Flesch Company.

1997  
Having done business in Geneva, Illinois for more than 20 years, a new office is built to hold sales, service and distribution.



2005  
GFC headquarters moves to Fitchburg, Wisconsin.



2005  
GFC opens an office in Appleton, Wisconsin.

2012  
GFC opens an office in Appleton, Wisconsin.



2019  
GFC acquires Advanced Systems, Inc. with 10 offices in Iowa, Minnesota and South Dakota, and Indiana Business Equipment in Terre Haute, Indiana.



1977

The company begins selling Savin copiers with liquid toner technology and reaches \$3 million in sales with 75 employees.

Tom Flesch, another of Gordon's sons, joins GFC and later becomes President and CEO July, 1986.

2001  
The Gordon Flesch Charitable Foundation is established.

2007  
The Gordon Flesch Company establishes an office in Indy.



2008

Mark Flesch joins his brother Patrick at the company, and is named Chief Operating Officer in 2018.



2020

GFC acquires Managed IT provider ITP and becomes Elevity. Jeff Dotzler is named President of Elevity.





# GFC Service and Support



## GFC Service and Support

### GFC Service

The GFC name is synonymous with customer service. We do not have a “fix it and run” mentality. Our service professionals have one individual and one team goal. The individual goal is “First Call Effectiveness” which rewards them for their overall thoroughness and technical skill. The team goal is “Response Time”. Here the incentive is for the entire service team to work together to minimize our overall response time to all service calls, keeping you going and minimizing down-times. To that end, our service professionals focus beyond just fixing the immediate problem. They also search for other potential problems (i.e., worn parts) during the same service call and take steps to prevent possible machine failure from occurring down the road.



### GFC Support

Since 1997, the Technology Support Center (TSC) has been a key component of our customer service offering. Based out of our Wisconsin facility, the TSC is a modern laboratory equipped with a representative array of our hardware and software solutions. The center is staffed with trained Systems Engineers each specialized in computer operating systems, graphics and color correction, variable data processing and enterprise content management solutions. Their combined expertise covers our complete product and solution suite; ensuring you will receive qualified dedicated support when you need it. **With over 18,000 annual calls to the TSC, 95% are answered live by a technician and resolved during that first call.**



### GFC Client Portal

Service calls may also be placed electronically through the GFC Client Portal. The users would place their request via a web submission form on a private, secure website.

Whether received by phone or electronically, the call information is entered into our system and is assigned to the appropriate technician. The system automatically alerts the appropriate technician for the service call. Error codes are always forwarded to the technicians. These codes and other customer-provided information in the service call alert can be viewed by the technicians, allowing them to better prepare for the call.





The **GFC Client Portal** and the **myGFC** app make it easy to manage your business technology needs. Place service calls on the new mobile **myGFC** app or access the customized GFC Client Portal to place your technology data at your fingertips. The GFC Client Portal is a private online interface that will provide complete 24x7 access to tools and information. It allows you to safely and securely navigate through your whole print fleet in a matter of minutes and is an all-in-one hub to manage your output devices.



- Requests may be placed 24/7. Any requests received outside of our normal operating hours are given first priority the next business day.
- It is important to note that all service requests can be monitored in real time via the GFC Client Portal.

GFC has the ability, upon customer request, to set up service call alerts. When enabled, the system will automatically send an email to a customer email address notifying them of a call that has been:

- Created
- Dispatched
- Serviced
- Completed
- Cancelled

### **Remote Tech Dispatch – Support Call Center**

GFC provides a toll-free number for customers to use when placing a service call via phone Remote Tech Dispatch.

# Corporate Capabilities





## Corporate Capabilities

### Technology Solutions Provider

GFC helps organizations develop and implement customized business technology solutions that save time, money and resources by providing a complete suite of the very best office workflow solutions, services and support. From multi-function and single-function output devices to managed IT services, enterprise content management, asset management, business process optimization workshops, on-site services, cloud storage and more.

### GFC Corporate Capabilities

In addition to managing the Lincolnwood School District 74 printer fleet, GFC can provide Lincolnwood School District 74 with total office solutions from copier and printing systems, computer networking, and digital document services to copy center management, technology training, and electronic content management. You will have the products and services you need to meet business communication needs and have the customer support staff needed to maintain them. GFC has the depth and breadth of resources, technology, systems, and overall management experience needed to successfully manage your equipment fleet and document management requirements. Our value includes:

**Digital Copiers & Printers**—GFC provides sales, integration and support of an extensive array of digital copiers, printers, and print controllers for network and production copying and printing, as well as digital workflow applications.

**Managed Print Services**— Your machines will be actively maintained and supported with preventative maintenance, so that your staff is more productive. GFC manages hardcopy device fleets (copiers, printers, multifunction devices, and fax machines) to assist the business end-user to streamline management and minimize costs associated with printing and imaging. GFC's customized programs cut ownership costs, enhance productivity and reduce energy consumption.

**Output Management and Printing Solutions**— GFC maintains a variety of best-in-breed industry solutions for management of document output including solutions to address needs in secure print with virtual queue release, BYOD authentication and print release, rules based routing of documents to the most efficient devices within the environment based upon document properties, integration with leading edge accounting systems, and the statistical engines to provide for intelligent analysis of the who, what, where, and when of documents being printed. Backed by the certified technical expertise necessary to make sure your projects are implemented flawlessly, GFC can ensure that your company gets the most of their investment into managing output.



**Elevity Technology Management** — Gordon Flesch Company's (GFC) Managed IT division and recently acquired Information Technology Professionals (ITP) have combined to form Elevity. Elevity leverages GFC's size, scale and experience along with ITP's technology and service staff to provide expanded service offerings across the Midwest. Elevity provides Managed IT service and support for more than 10,000 end users, supports almost 5,000 hardware devices, 900 physical servers and network devices.

Elevity has been in business since 2003 and provides a wide range of technology solutions to businesses of sizes across the Midwest, including, a large contingent of financial and banking organizations. Elevity serves more than 400+ customers and employs 70 MSP staff in locations across the Midwest.

Industry of Focus: Financial, Legal, Professional Services, Non-Profit and Manufacturing  
Client Size Range: From over 1,500 users, down to 25 users (less if there is a good fit)

**Electronic Content Management Solutions**— Paper documents offer a wide array of challenges for modern business. Lost documents, increasing compliance regulations, and personal information security have grown to be large issues that most companies need to address to remain successful in their respective fields. GFC business analysts can help provide business process optimization studies to identify areas of concern, as well as make recommendations for process improvements. Using flexible and powerful electronic content management solutions, GFC can provide electronic answers to help solve paper-based problems. Automation of workflow, secure audit trail for documents, comprehensive records management mapped towards industry compliance, and authenticated access to information are all hallmarks of GFC electronic content management solutions.

**Network Assessment & Design** — GFC's highly skilled sales and technical teams ensure accurate analysis of office-wide information sharing, as well as proper design & implementation of integrated network document solutions.

**Business Process Optimization** — Our trained consultants work with companies of all sizes. This service is designed to identify and improve inefficient processes. GFC consultants conduct a three-step engagement that brings clarity to issues that impact each unique organization, clearing the pathway for optimized outcomes.

**Outsourcing and Facilities Management**— In 1997 The Gordon Flesch Company made a strategic decision to organize our outsourcing service activities into GFC OnSite Services as an official division of the company. GFC has invested heavily into GFC OnSite Services to solidify its position as core offering. GFC's resource dedication to this market has realized a 300% growth in revenues and continues to grow.

**In-house Leasing Services** – Leasing equipment can conserve cash flow, hedge against inflation, minimize invoices and reduce tax liability. The only problem is that many third-party leasing companies care more about collecting their next payment than helping customers experience the benefits that come from improved business technology. That's why we formed GFC Leasing in 1965, our very own, in-house financing division with the flexibility to do what is right for our clients' business, not just for ours.



## In-House Leasing

GFC Leasing was formed to provide a personalized, flexible way for our clients to lease business equipment and services. We offer flexible terms, straightforward end-of lease options and, best of all, GFC Leasing ***will never sell a lease to a 3rd Party.***

- Flexible leasing terms and no end of term surprises
- Change equipment as business needs change
- Dedicated and personalized team of experts
- Stay up to date with the latest technology
- True “Technology as a Service” solutions (TaaS)

GFC will offer Lincolnwood School District 74 regular Strategic Business Review (SBR) meetings to review fleet status, GFC service performance and recommendations for improvement. As your technology partner, we believe it is essential to meet face-to-face with you to discuss your strategic, operational and business needs so that we can continue to deliver clear insights and recommendations to help you succeed. The Strategic Business Review will make sure that both parties are on the same page and moving your organization ahead with your Technology Roadmap. Strategic Business Review (SBR) meetings to review fleet status, GFC service performance and recommendations for improvement.

GFC can now provide on-demand Strategic Business Review (SBR) meetings to review fleet status, service performance and recommendations for improvement. Building on Microsoft's Power BI analytics platform, GFC is the first office technology company to be able to offer live, data-driven analytics to our customers. Microsoft Power BI, merges different data sources, creates visualizations and uncovers trends and useful statistics. Your data dashboard will provide imageCARE data, uptime statistics and usage trends so that you can drill down and see a complete fleet overview that will help you deploy and upgrade your technology as appropriate. As your technology partner, we believe it is essential to meet face-to-face with you to discuss your strategic, operational and business needs so that we can continue to deliver clear insights and recommendations to help you succeed. The Strategic Business Review will help make sure that both parties are on the same page and moving your organization ahead with your Technology Roadmap. This is the most accurate, current data, and you will be able to see exactly how well your print technology is performing and how to make your service more cost-effective.

Examples of the information provided in our SBR reporting include Usage Trends, Volumes by Device, Volumes by Location, Device Availability, Service Calls & Resolution, Value of Service Agreements, Action Items, etc.

**GORDON FLESCH<sup>®</sup>**  
 COMPANY, INC.  
 BUSINESS TECHNOLOGY. MANAGED.<sup>™</sup>

## STRATEGIC BUSINESS REVIEW

Select Customer

**imageCARE**  
 Vitals

### Fleet Overview

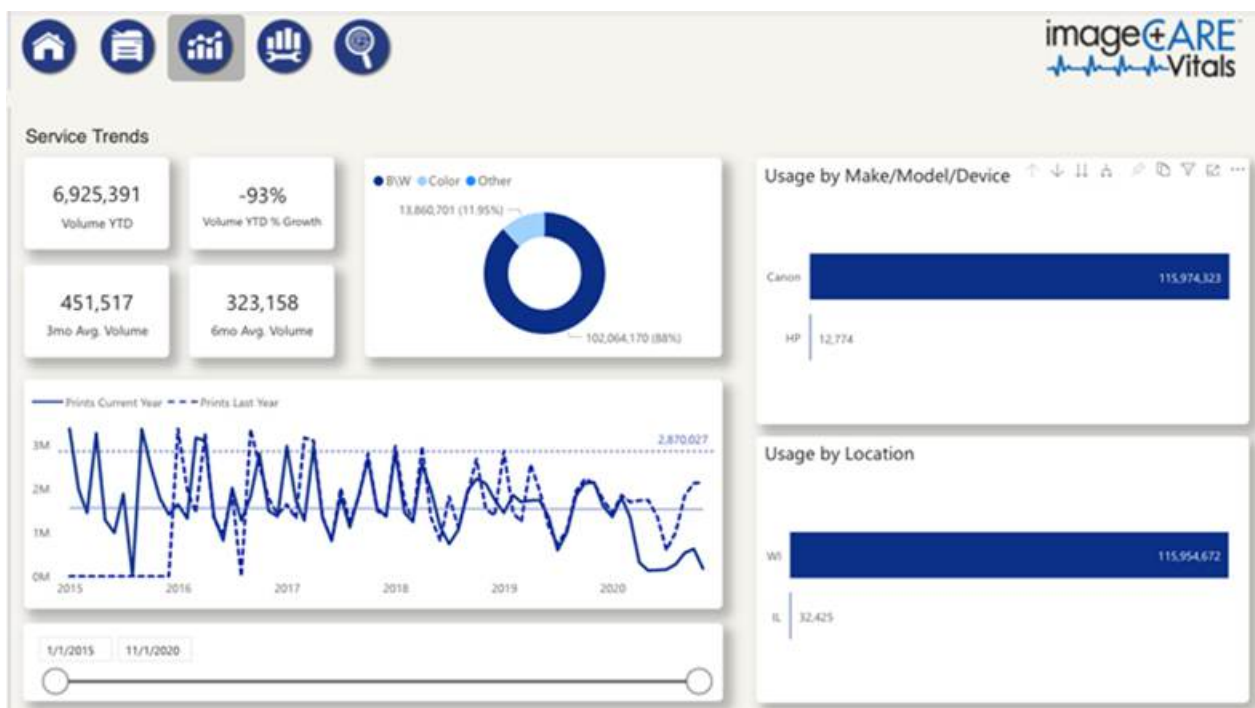
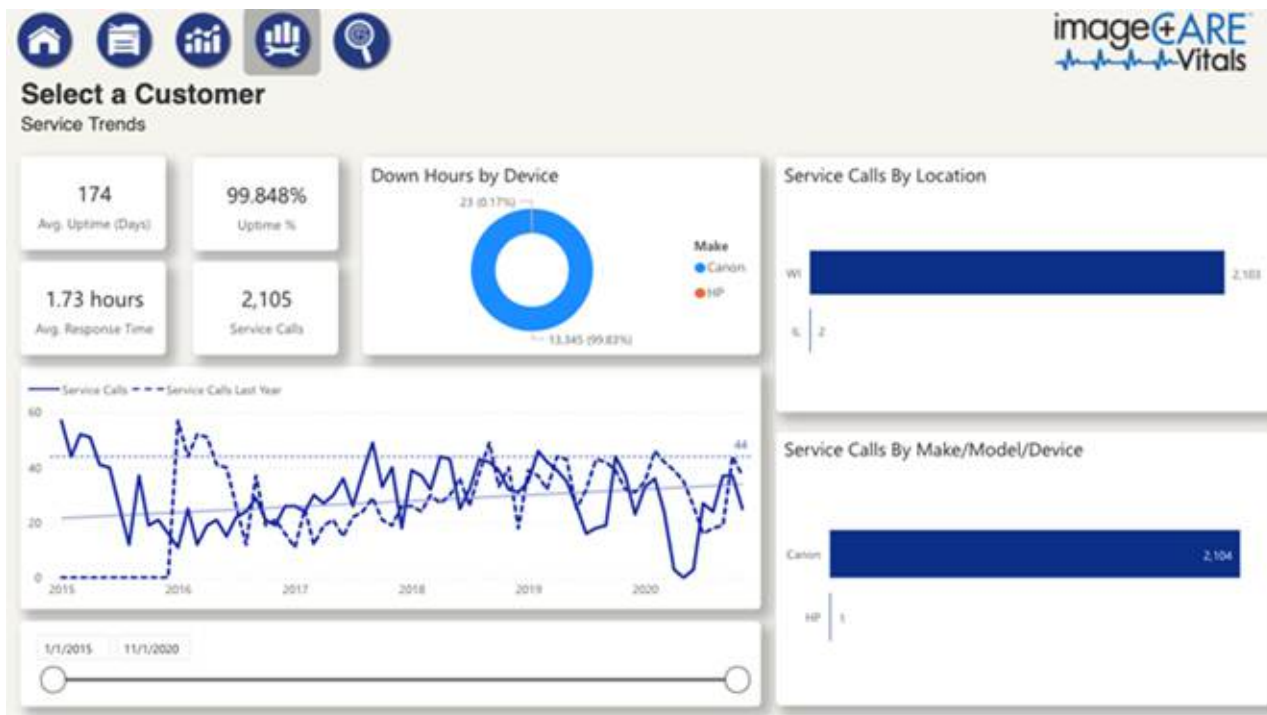
244 Devices    4 Contracts    58 Locations    19 Avg. Device Age Mo.

Equipment Num	Make	Model	Serial Number	Contract Desc
BA2641	Canon	iPF PRO-4000S	BADJ00134	iPF PRO-4000S
BA5709	Canon	iR 1435iF+	YDB02872	iR 1435iF+ Copier Printer
BA7145	Canon	iR ADV C5550i III	2JG03510	iR ADVANCE C5550i III Copier Printe
BA7152	Canon	iR ADV C5535i III	2KJ05591	iR ADVANCE C5535i III Copier Printe
BA7324	Canon	iR ADVANCE S25iFZ II	2BE01364	iR ADVANCE S25iFZ II Copier Printer
BA7384	Canon	iR ADV C5535i III	2KJ03449	iR ADVANCE C5535i III Copier Printe

0.41%  
 99.59%

Make  
 ● Canon  
 ● NT-Ware





# Financial Stability



## Financial Stability

### **GFC Financial Viability Statement**

We understand your need to complete a supplier financial viability assessment. The Gordon Flesch Company, Inc. is extremely proud of our business and financial strength; we operate as a Sub-Chapter S Corporation and are on a September 30 fiscal year basis. Revenue for the past fiscal year was \$167,500,000. Because of the company's financial strength, our banks provide us with unsecured loans and our suppliers waive any security interest on our inventory purchases. GFC has never had a bankruptcy or reorganization due to financial hardship, nor have we ever been in arbitration.

### **Bank References**

M&I BMO Harris Bank

Contact: Mr. Randy Paulson (608) 252-5939

D&B Number: 02-331-8074

D&B Ranking: 1R2



# Pricing





## GFC Solution Investment

Qty	Manufacturer	Model	Description
6	Canon	iR ADV DX 8786i 8795i 8705i Main Engine {iR ADV DX 8795i}	Packages for 'iR ADV DX 8786i 8795i 8705i Main Engine'. MEAP for PaperCut Puncher Unit-BF1 Booklet Finisher-X1 imageRUNNER ADVANCE 8795i Speed License
1	Canon	iR ADV DX 6780i	iR ADV DX 6780i MEAP for PaperCut 2/3 Hole Puncher Unit-A1 Booklet Finisher-AC1
2	Canon	iR ADV DX 4845i	iR ADV DX 4845i High Capacity Cassette Feeding Unit-E1 MEAP for PaperCut 2/3 Hole Puncher Unit-A1 Staple Finisher-AE1
4	Canon	iR ADV DX C5850i	iR ADVANCE DX C5850i High Capacity Cassette Feeding Unit-C1 Inner 2/3 Hole Puncher-D1 Inner Finisher-L1 MEAP for PaperCut

### imageCARE Agreement

	BW Images		Color Images	
	Volume	Overage	Volume	Overage
iR ADV DX 8786i 8795i 8705i Main Engine {iR ADV DX 8795i}	0	0.0039		
iR ADV DX 8786i 8795i 8705i Main Engine {iR ADV DX 8795i}	0	0.0039		
iR ADV DX 8786i 8795i 8705i Main Engine {iR ADV DX 8795i}	0	0.0039		
iR ADV DX 8786i 8795i 8705i Main Engine {iR ADV DX 8795i}	0	0.0039		
iR ADV DX 8786i 8795i 8705i Main Engine {iR ADV DX 8795i}	0	0.0039		
iR ADV DX 8786i 8795i 8705i Main Engine {iR ADV DX 8795i}	0	0.0039		
iR ADV DX 6780i	0	0.0039		
iR ADV DX 4845i	0	0.0039		
iR ADV DX 4845i	0	0.0039		
iR ADV DX C5850i	0	0.0039	0	0.039
iR ADV DX C5850i	0	0.0039	0	0.039
iR ADV DX C5850i	0	0.0039	0	0.039
iR ADV DX C5850i	0	0.0039	0	0.039

The imageCARE Agreement includes toner, all parts, all labor, travel time, technical updates, preventative maintenance, access to the GFC Help Desk for remote resolution, and firmware updates through GFC's Quality Assurance Program. GFC's imageCARE also provides an automatic meter reading application and 24/7 access to your private customer portal with information and tools. Network connected installations include the services of a Digital Support Specialist to manage system integration and training. Delivery, installation and start-up supplies is included. *Pricing does not include sales tax.*

	<u>24 Month</u>	<u>36 Month</u>	<u>48 Month</u>	<u>60 Month</u>
<b>Monthly Lease Investment</b>	\$5,710.00	\$4,015.00	\$3,238.00	\$2,809.00
Including Papercut	\$5,991.00	\$4,221.00	\$3,423.00	\$2,985.00
Including Papercut and Folding Units	\$7,967.00	\$5,610.00	\$4,543.00	\$3,957.00

### Network Consultation, Installation and Support

Network connected installations include the services of a Digital Support Specialist to manage system integration, training & unlimited access to our Technology and Logistics Center (TLC).

**Delivery, equipment installation, start-up supplies and training included.**