



Barry Group's 3 step process delivers sustained success



J.F. Rohrbaugh Company

J. F. Rohrbaugh & Co., Inc. is a leader in the wooden packaging industry. Since 1880, the Rohrbaugh Company has served the Mid-Atlantic region with high quality products and services at competitive prices.

Rohrbaugh was looking to develop a new product that would diversify the company's market focus and provide another source of revenue. They asked the Barry Group team to determine if colored mulch would be a viable product. This new product opportunity was particularly appealing since it would use a byproduct of the core company's pallet business.

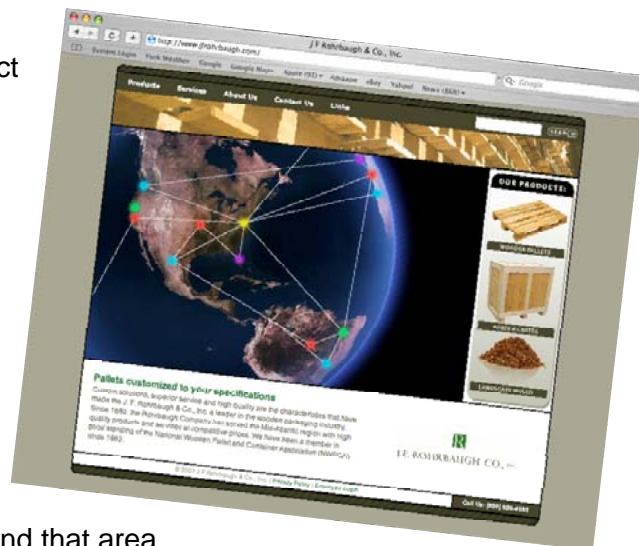
Generate opportunity and growth

Barry Group analyzed industry research and conducted extensive interviews with potential customers and competitors. We were able to reliably quantify that this new product category was growing at an annual rate of 15% or more and that area competition was minimal.

Our qualitative interviews with competitors uncovered a critical formula for the amount of raw material needed to reach profitability. This critical information shortened our client's learning curve and gave them a solid foundation for growth of the new product.

Our final recommendation was to move forward with the opportunity.

Rohrbaugh's investment was roughly \$1 million in new equipment and facilities.





Barry Group, Inc.

Develop powerful sure-fire solutions

We recommended the name, Terracolor Mulch, along with a logo and website for implementation.

Implement to deliver sustained success

In just under three years from the initial launch, Terracolor Mulch will generate revenue of \$600,000, a stunning return in an economic climate that has been challenging to say the least.

