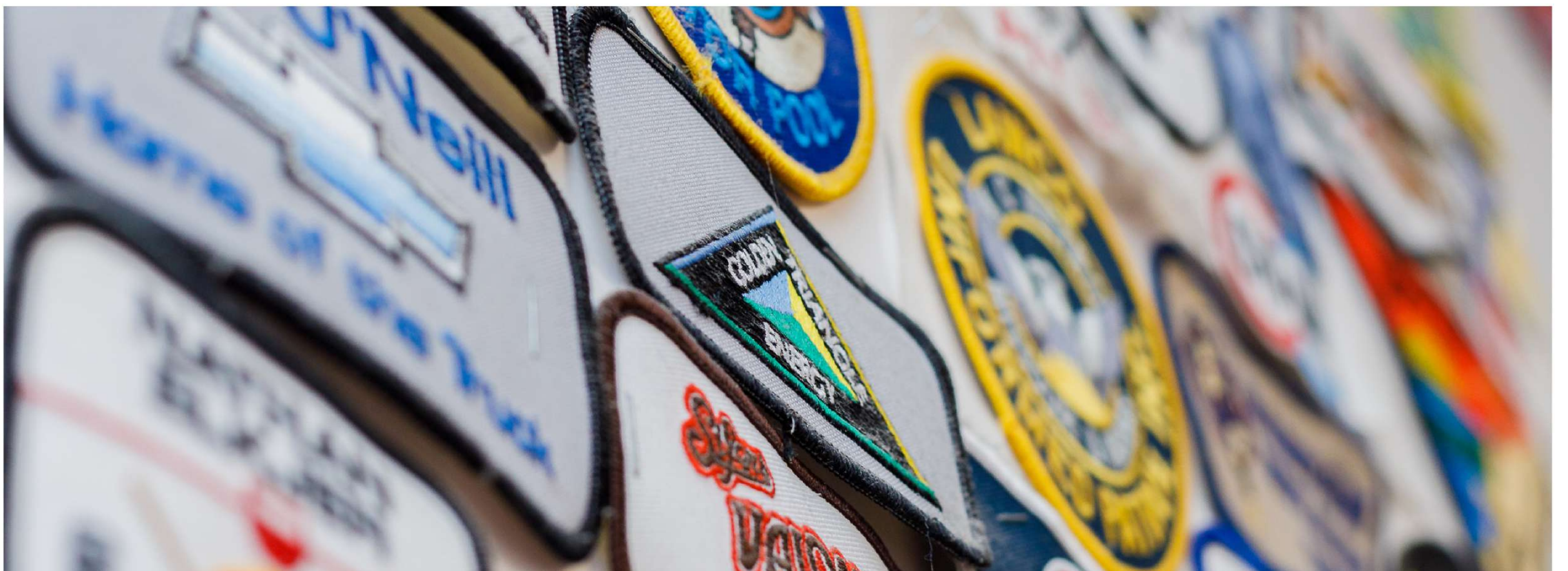




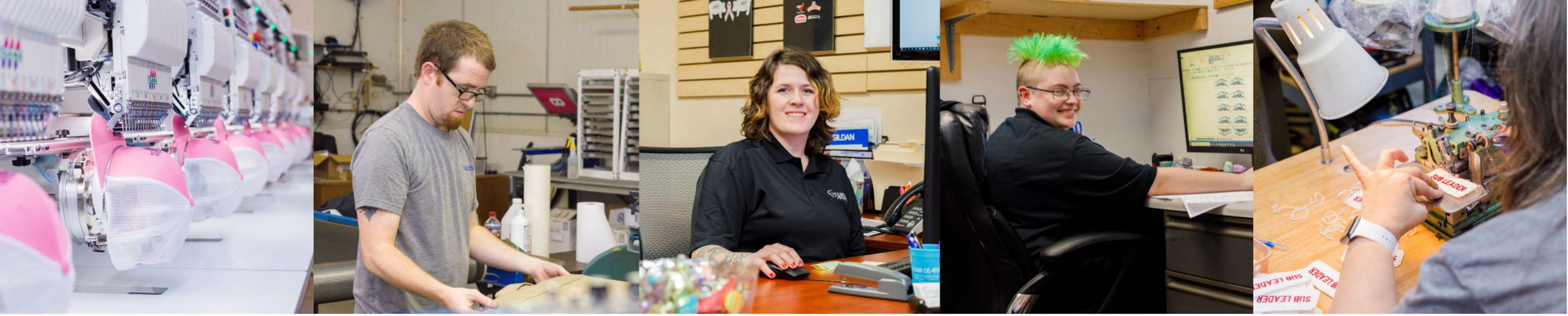
CSE Emblems Inc

House of Apparel

As President of CSE Inc., I make the 2nd generation of a family business. With my daughter Lauren looking to take over, she makes us a 3rd generation family business. According to [businessweek.com](https://www.businessweek.com), only about 13% of family-owned businesses are passed down to a third generation. It all started with 1 embroidering machine running out of our house in 1985.



At the time, we were producing emblems that would be attached to uniforms and clothing. Over time, our business grew to the point we were producing up to 30,000 emblems a day. But like many businesses, we had to change with the times. We saw uniforms start disappearing. That's when we pivoting to producing other items through screen printing, our on-demand printers, and embroidery. This allowed us to do small batches as well as increase the range of offerings.



Like many other companies, the Covid pandemic had big impacts on our business. We were hit on both the labor and supply sides of our business. It wasn't until Winter of 2021 that we recovered to being fully staffed. In terms of supplies, it has gotten so bad that some vendors have stopped accepting back orders or even communicating updates. Because of this, Lauren, our team, or I have to check on our vendors websites every day in order to find stock to order. There have been times where we see 800 stock of the item we need first thing in the morning. And while we were putting our card information in, dozens or hundreds were already sold. For some items even, I know to buy right away even if we don't have orders because I know we can sell those items quickly. We've actually become more reliant on technology compared to pre-Covid.

We had a technology partner we used for a long time. I'm not sure if it was because of Covid or something else, but they became extremely unresponsive. The last straw for me was when I spent 3 weeks trying to get them just to answer my emails or return my calls. Being a customer centric business, it was not a pleasant feeling to be ignored.

That's when I reached out to my friend and he referred me to BDS. I knew BDS was the right solution for us about the 3rd time I talk to Tito and during the onboarding process. I knew it was another family business that cared about their customers the same way we do at CSE.



With BDS handling the IT, I can literally sleep better at night. I know I have an IT partner I can count on. Even when I'm out connecting with clients and get a call from the team about an IT issue, I just say, "Call BDS". And often times, the problem is solved even before I get back to the office. I couldn't ask for better response time and customer service than that!

