

IDA UNIVERSAL

VOLUME 35, ISSUE 2

MARCH-APRIL 2015



One Family's Bold Dream: The CTP Story

See page 12

Independent Construction Machinery Rebuilders, Parts Suppliers, Manufacturers & Service Providers for the Heavy Construction Industry

A PUBLICATION OF WORLDWIDE INDEPENDENT DISTRIBUTORS ASSOCIATION



*Melissa Uribe Gil
Marketing Director*

*Teresa Uribe
Vice President/
Purchasing Director*

*Gilberto Uribe
President*

CTP Company History



Thirty-five years ago, a young Gilberto Uribe and his wife Teresa set out to realize a dream. In the winter of 1979, with limited money and resources, the young couple emigrated from their native country of Colombia to the United States to work as the purchasing arm of Gilberto's family business that was based in Colombia.

Inspired by the American Dream and a determination to succeed, the Uribe's embarked on an adventure that would take them from humble immigrants to successful business entrepreneurs in the replacement parts industry.

The Early Years (1980-1986)



CTP's first building in 1980. Back then Costex was named "Costa Export" .

On January of 1980 the Uribe's officially registered Costa Export as a trading company. The early days were

filled with long working hours and a good dose of sacrifice.

As a two person operation, Gilberto and Teresa, in addition to handling



Teresa as the forklift operator back in the 80's.

all business managerial duties, had to take on odd jobs. Teresa would often be seen zipping around the property in a forklift (an activity she misses oh so much...) and Gilberto became the company's honorary truck driver. With a leased warehouse of only 900 sq ft., which expanded after a couple of years to 1600 sq ft., the couple worked tirelessly sourcing and selling all kind of parts for heavy equipment, regardless of brand, to help make ends meet.



Teresa as purchasing director in the 1980's.

The couples' work ethics was critical in attracting more clientele. Aided by word-of-mouth, customer base rapidly expanded to other countries in Latin America, including Venezuela and Chile. Despite of their decent growth the Uribe's realized that, if they really wanted to succeed, they needed to set their company apart from the large crowd of trading companies existing in Miami at the time.

Gilberto's practical knowledge about the heavy equipment industry fostered the dream of a "huge" warehouse full of replacement parts, enabling them to offer the customer immediate availability. His background in the industry coupled with Teresa's inherent belief that anything was possible helped keep their dream alive, even when they lacked the financial means.

Finally, in 1987, with help from family funds and personal loans, the first inventory order was placed to Italy. In addition, the Uribe's changed the company name to Costex Tractor Parts and began to ready the company

for the next stage in its growth. They purchased their first warehouse of 7,000 sq ft warehouse.

The Formative Years (1987-1999)

During this time period, CTP's growth was slow and painful, and often governed by trial and error. Inventory was scarce and delivery from suppliers unpredictable.



CTP's First Brochure in 1987.

In 1991, the Uribe's added another adjacent piece of property reaching a total of 21,000 sq. ft. The small inventory it held proved to be insufficient to fulfill the needs of their customers. Over the next years they sought to attract the confidence and

support of suppliers and bankers—many of whom gave them favorable payment and pricing advantages, allowing them to slowly build up their inventory.



CTP's Building in 1996.

In 1996 the Uribe's had the opportunity to move to a larger 51,000 sq. ft. facility strategically located on Highway 826 – the busiest highway in the state of Florida.

After much struggling, the Uribe's made a significant business decision that would forever change the company. In 1997, the "CTP" brand was introduced. This was a hallmark decision that steered the company into new and uncharted waters.

Manufacturing and distributing their own brand of replacement parts,



CTP's Brand Introduction in 1997.

primarily for Caterpillar®, meant that CTP was responsible for quality assurance and warranty maintenance. Although CTP initially manufactured gaskets, the business model was innovative and would be a blueprint for future growth.

"Inventory demands space" and with an expanding product line additional space became a necessity. Consequently, in 1999, CTP purchased another location, totaling 95,000 sq ft, and then increasing to over 300,000 sq. ft. over the years.

Growing the Business (2000-2014)

The next decade and a half was a time of phenomenal organic growth as the family owned company expanded into new markets and distribution channels. Not willing to rest on its laurels, CTP continued to increase its manufacturing and distribution capabilities through expansion and joint ventures.

Since then, CTP methodically and conscientiously began to expand the breadth of its replacement parts inventory. The company had to employ a range of skilled people who could ensure product safety, reliability and who could maintain the highest level of customer service. To serve better the North American market, CTP opened a new 50,000 sq. ft. distribution center in Dallas, Texas. Keenly aware of its responsibility to its customers, CTP sought and was granted ISO 9001—2008 certification in 2011. The certification ensured

Continued on page 15



Newly opened Distribution Center in Dallas, Texas.

customers that the company had reached the ultimate global standard of quality in the replacement parts industry.

Another notable company milestone occurred when CTP embarked upon a joint venture in 2012 with Daniel's Die Cutting to form CTP Boxes and Packaging. This partnership provided a one-stop packaging solution for customers and increased the visibility of the CTP brand.



CTP's joint venture in 2012 with Daniel's Die Cutting.

As a twenty-first century company, CTP recognizes the importance of e-commerce in providing superior customer service. As a result, it has developed an online system that customers can access to view the company's 60,000 part number



Screen shot of CTP's E-Commerce Program.

inventory and track orders in real-time. To further support customers' needs, in 2011 CTP launched CTPTV – a YouTube channel dedicated to helping “the end user” install genuine CTP replacement parts.

The Future (2015 and Beyond)



Fausto De La Ossa, General Manager & Claudia Uribe, Accounting Manager.

CTP's growth, evolution and success in the parts replacement industry over the past 35 years is the culmination of Gilberto and Teresa's desire to help the end user find a reliable solution to their parts needs. Under their leadership the company has grown from a modest start-up company to a dominant force in the parts replacement industry.

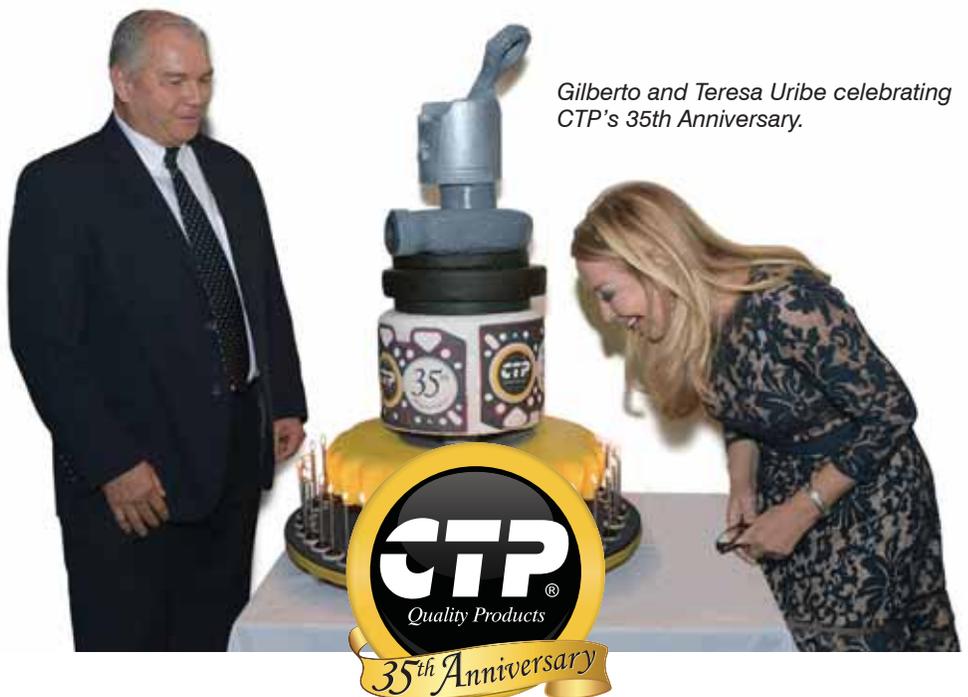
Currently, CTP is in the process of increasing its replacement part product range to include not only Caterpillar but also Komatsu heavy

equipment. Also CTP is concluding plans to consolidate all of its numerous Miami warehouses into a single 410,000 sq.ft. building. It is hoped the increased operational efficiency found through this consolidation will translate into better customer service and will ensure that CTP's vision of Quality with Value Guaranteed™ is preserved.

Believing always that their business is more about people than about parts, Gilberto and Teresa had always felt profound gratefulness toward the numerous people in their path who have helped make their dreams come true. They look ahead to the next 35 years with renovated excitement as they explore future opportunities with their huge network of supporters.



Proposed Plan: Consolidating Miami Warehouses Into a Single 410,000 sq.ft. Building.



Gilberto and Teresa Uribe celebrating CTP's 35th Anniversary.

For more information please contact us at: www.costex.com