

# PROFILES IN BUSINESS



## PEAKLOGIX

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### Principals/owners:

Ron Rechenbach, Bob Giberson

**Year established:** 1989

**Headquarters:** Richmond, Virginia

**Number of offices:** Richmond; Regional Directors also located in Northern Virginia, Roanoke, Tidewater, and Raleigh, North Carolina

**Product or service:** Helps companies improve efficiency and productivity, reduce cost, and increase profitability by designing and implementing custom material handling solutions for distribution centers, warehouses, and manufacturing facilities.

**PEAKLOGIX**<sup>™</sup>  
Think Efficiency.<sup>SM</sup>

Four years ago, Avid Medical, a supplier of custom medical trays located in Toano, Virginia, needed to expand their facility to increase production. They called in several firms looking for help, including Richmond-based PeakLogix. Although the other companies offered strong solutions, Avid chose to work with PeakLogix.

“The others were very expensive and we didn’t need all those bells and whistles,” said Mike Tokarz of Avid. “PeakLogix offered a solution that better fit our needs and our budget.”

Co-owner Bob Giberson explains. “We conducted an engineering analysis based on Avid’s operational data and future growth projections,” he said. “Ultimately, we created a space-efficient layout for their facility, which helped them become more productive. Because we provide complete material handling solutions, we supplied the necessary equipment and also recommended changes in their processes to further increase productivity.”

The partnership was a success. Avid Medical continues to expand and still relies on PeakLogix for support.

“One of the most valuable services PeakLogix provides is simply keeping our

drawings updated as we add new racks and conveyors,” Tokarz said.

Ron Rechenbach, co-owner, stresses the importance of return on investment.

“If we can’t show a clear return on investment for the company, we won’t take the job,” he said. “The company has to be better off as a result of our help or it’s simply not a fit.”

Rechenbach and Giberson founded the company in 1989 as New Dominion Equipment Company. They changed the name to PeakLogix in 2002 to better reflect the full scope of material handling services they provide, including design and engineering, project management, technology integration and material handling equipment. The new name also reinforces the owners’ unwavering focus on increasing efficiency for their clients.