

## **For Immediate Release**

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### **Local Company Thrives in Declining Economy by Reinventing its Industry**

#### **Tech Firm Lands High Profile Restaurant Chain P.F. Chang's**

**Rohnert Park, CA** - While many companies have found the economic downturn confounding, **Golden Pacific Systems** has had immense success by reinventing itself. It revolutionized the print and fulfillment industry by focusing on cutting-edge technology and combining it with a highly dynamic team willing to go the distance for the client. Thinking outside-the-box like this has had a big payoff. The company has now acquired high profile billion dollar clients like P.F. Chang's, Baskin & Robbins, First Watch Café's and others.

Golden Pacific created a solution for the overwhelming and costly marketing and fulfillment needs of a multiple-location company, saving the client hundreds of thousands of dollars in the process. Wade Howard, Manager - Supplies & Services at P.F. Chang's explains the benefits, "Partnering with Golden Pacific and implementing its unique **GPnet™** system was like hiring a passionate full-time employee solely devoted to increasing our productivity & profitability."

The **GPnet™** system is a web-based single-source solution that controls, manages and maximizes all corporate fulfillment, marketing and branding efforts specifically for each client. For example, each of P.F. Chang's 190 locations is now able to perform a full-range of tasks and procurement acts ranging from ordering to distribution, communicating with corporate, creating collateral material or anything else needed to run a successful restaurant. Each location can explore the most profit-driving pieces and services exclusively for their needs maximizing all marketing efforts all executed from one central website.

Since implementing the system P.F. Chang's and others have been able to actually re-assign employees who previously solely handled these responsibilities to now focus on marketing programs that increase profitability.

Founded in 1977 by Kevin Austin, Golden Pacific quickly established itself as a leader in Print Management solutions. As the experts in the industry Kevin and his partner, Cal Popken, made the decision to use the Internet (a serious departure for their industry) to think ahead of their client's needs. In 2000 the company brought on a fresh, inquisitive innovator named Jon Sooy to help grow the business. He and the GP team knew the web was where they were going to be able to achieve this and Sooy immediately became fascinated with the company's software system that had a module for creating on-line ordering systems.

The structure as it existed was not at all optimized for their needs but Sooy began to pull it apart and create new applications and solutions for it. This coupled with many years of experience, vast product sourcing capabilities and the customer service savvy of GP's team has proven the winning combination in this competitive industry. The trick was going from a traditional procurement and product-based sales tactic to a fresh new mindset of a high-tech

solutions-based sales strategy. As customers one by one began to convert to the new system they experienced unbelievable productivity and results. The GPnet™ brand was born and began to explode in the marketplace. As a result, Golden Pacific sales have escalated, ultimately tripling overall.

For more information about our innovations please visit [www.goldenpacificsystems.com](http://www.goldenpacificsystems.com)

**About P.F. Chang's:**

P.F. Chang's China Bistro, Inc. owns and operates two restaurant concepts in the Asian niche. The Bistro offers full service upscale casual dining. The restaurants are known for diverse menus, exceptional value, and distinctive architecture and design that create a unique dining experience for guests. The first restaurant opened in Scottsdale, AZ in 1993. The company now owns and operates 190 Bistros in 39 states. P.F. Chang's China Bistro, Inc. has consolidated revenues totaling \$1.2 billion. Visit [www.pfcb.com](http://www.pfcb.com) for more information.

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