

# At a Glance

**Brock Supply Co. • Tempe Arizona**

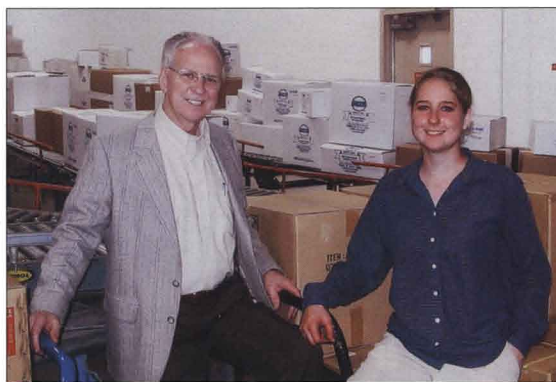
**By Kristin Johnson**

## Hot Business

**J**erry Brock, founder of Brock Supply Co., has been servicing the Automotive Recycling Industry for many years. Before becoming a parts supplier. He learned the basics first hand at his own recycling facility he established in 1963. That business led to the formation of the "Hot Line," a telephone communications network that linked 150 recyclers throughout the Southwest. In time, he began to sell parts to the facilities involved with the "Hot Line" by catalog. Eventually, he dropped the "Hot Line" but continued to sell parts and eventually formed Brock Supply in the 1970's. Today, the Brock Supply catalog services the whole United States, Canada and several other countries. The catalog, which began as small pamphlets and flyers, carries 8,000 part numbers that Brock Supply stocks at their warehouse in Tempe, Arizona. Their storage facility covers 100,000 sq. feet, thanks to a recent addition of a 15,000 sq. foot mezzanine. All parts are housed onsite and shipped directly from the facility. The additional space has helped to keep most items in stock and limit back orders to a minimum.

Brock has always been dedicated to getting customers what they need as quickly as possible. He keeps a keen eye on industry changes and implements as many as possible at Brock Supply. Customers are important and good service is essential, which is why one quarter of Brock's employees are dedicated to sales. They process orders over state-of-the-art computer systems to further improve customer satisfaction and to further speed up the shipping process, they are installing a new shipping and conveyor system that will enable them to process more packages. The system will enable them to process 400 packages a day, which is a capacity of 100,000 orders a year. These are just a few of the many innovations that Brock has incorporated in an effort to provide same day shipping for all orders placed before 5:00 p.m. Mountain Standard Time.

Brock Supply co. is also dedicated to competitive



Jerry Brock with daughter Kirsten.

pricing. Brock searches the globe to maintain the best prices for their customers. "We are constantly searching and researching new items that are usually made in Taiwan and China," Brock explains. "We bring in new part numbers all the time and have a full time buyer in Taiwan. Most of our inventory is purchased from these countries. It helps us get recyclers the parts they need at a good price so they can resell them and make a nice profit."

And it seems this kind of team effort and good work ethic runs in the family. Over the years, as Brock Supply has continued to grow steadily — currently there are 40 employees — one of these employees has shown a particular interest. Brock's daughter, Kirsten, who has been working at Brock Supply since she was a little girl, is now his Operations Manager. She started working in a part time capacity, while still in school, and has not lost the gleam in her eye. Maybe one day, she'll even take over for Dad. Stay tuned for that news! □

*For more information about Brock Supply Co., you can visit their website at [www.brocksupply.com](http://www.brocksupply.com).*

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