

NEWS RELEASE

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BAUMGARTENS SELECTED AS FINALIST FOR THE 2014 GEORGIA SMALL FAMILY BUSINESS-OF-THE-YEAR AWARD



Baumgartens Recognized as Outstanding Small Georgia Family Business

ATLANTA (NOVEMBER 6, 2014) – Baumgartens, a woman-owned business that aims to manufacture people-and planet-friendly products designed for the office supply industry, has been chosen as a finalist for the *Georgia Family Business of the Year Award*. The award is a hallmark of The Cox Family Enterprise Center, housed at Kennesaw State University’s Coles College of Business, and dedicated to recognizing outstanding family firms that promote family involvement in the business, innovative business practices or strategies, contributions to the community, and business success.

Baumgartens was honored at the 20th anniversary Georgia Family Business of the Year Awards dinner, sponsored by J. Smith Lanier & Co. on November 6th, 2014 at Kennesaw Town Center.

“Baumgartens uses creativity and innovation to offer the best to their clients and it is inspiring to see the incredible resources they generously and continuously put into products and projects to support their industry and to sustain our planet,” said Dr. Gaia Marchisio, Executive Director, Cox Family Enterprise Center, Aronoff Professor of Family Business, Associate Professor of Management and Entrepreneurship. “This is a family business that leverages past values and traditions to live purposefully in the present and



to build a stronger future for all their stakeholders.”

Founded in 1987, the Cox Family Enterprise Center has been dedicated to the education, recognition and research of family businesses. The center is the largest and one of the first university-based centers of its kind in the United States today. It began the Georgia Family Business of the Year competition in 1991.

Baumgartens was started back in Austria in the 1800s, four generations ago. Today, Jean Baumgarten, president and chair-of-the-board, leads the company. Jean is the wife of Hans Baumgarten, the current treasurer and son of company founder Fred Baumgarten. Their son, David, is executive vice president. Baumgartens employs 16 people and has more than 70 reps around the country. Headquartered in Atlanta, Georgia, Baumgartens began by importing high quality German pencil sharpeners. Sixty six years later, the award winning company has experienced unprecedented recognition from peers by introducing innovative products to the national market.

“It is an honor to be recognized among our Georgia business peers who are integral to the foundation Georgia’s economy” said David Baumgarten, executive vice president. “We stand proud among these forward-thinkers to provide inspiration and exemplify what success looks like for the next generation of family businesses and operators,

About Baumgartens

Baumgartens is a woman-owned family business supplying unique, innovative products to the school, home, office and janitorial/sanitation market that make a difference to thousands of retailers and wholesalers across the U.S.A. Baumgartens successful environmental program, business paradigms, flexible programs and award-winning customer service are unrivaled in the office supply industry. The company supports American Forests® Global ReLeaf initiative, planting thousands of trees and offsetting hundreds of thousands of pounds of harmful greenhouse gasses. It is on track to be 100 percent carbon neutral by 2015. For more information, visit our website at www.baumgartens.com.

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Last week, we had honor and pleasure of hosting the award event that celebrates the best in Georgia’s business community: The Georgia Family Business Year Awards. This event offered myself, and the families in business that attended the program, the opportunity to learn the wonderful story and the testimony of David Baumgarten and his family.

I was very touched by the story of the origin of the company, by how the family reconstructed itself after the war, and by the passion and the care that allowed them to create an incredible company.

I am impressed by the way today Baumgarten uses creativity and innovation to offer the best to their clients. And I am inspired by the incredible resources they generously and continuously put both in products and projects to support both business and planet’s sustainability.

Baumgarten is a great example of a family business that is able to leverage on their past values and tradition, to live purposely the present, and to build a stronger future for all their stakeholders.\

When I asked David to share the most exciting minute of his family business journey, he used the word “serendipity” to describe what initiated some of the key partnerships that made the company grow through

the years.

After meeting him and his family, I definitely think it has been a fortunate circumstance, and I hope we can all learn more from, and with, David and his wonderful family.