

M&M Office Interiors

W233 N2833 Roundy Circle West, Pewaukee



“We really work hard at working at the business.”

Wayne Breitbarth
President

When it comes to their company's growth, Wayne Breitbarth and Tim Rudd can't talk about it without mentioning the timing of their purchase of M&M Office Interiors in May 2002.

Not that it was untimely, but pulling a deal

the mid-1980s during a sales call.

The company had 36 employees at that time, but the two partners had to slash staff to 15 as business declined. But with annual growth of 28 percent, the two have built the business back up to its current 46 employees.

From 2004 to 2006, the company's revenue jumped 39 percent, and the company projects \$16.5 million in revenue for 2007.

M&M Office Interiors' growth has been partially fueled through its role as the exclusive dealer in southeast Wisconsin for office furniture manufacturer Haworth Inc.

“We're partnered with the right company,” Breitbarth said, adding that the office furniture industry is “pioneering into a new area” with new wall systems, raised floors and recyclable materials.

together in the aftermath of the Sept. 11, 2001, terrorist attacks came during a down cycle in the office furniture industry.

“We had a challenge when we walked in the door,” said Breitbarth, who first met Rudd in



SCOTT PAULUS

From left, Wayne Breitbarth with Tim Rudd

Beyond its product line, Rudd and Breitbarth attribute the company's growth to other factors, such as hiring a consultant to implement benchmarks for customer satisfaction, or interacting with other Haworth dealers to share best practices.

“We really work hard at working at the business,” Breitbarth said.

Rudd also looks back to when the firm trimmed down to 15 employees, attributing that staff to being the nucleus for growth that helped train new employees as the firm regained its ground and moved forward.

“We wouldn't have gotten recognition without our employees and customers—it's about the people,” Rudd said. “We can't produce these sales volumes by ourselves.”

Looking forward, the two partners, both presidents, anticipate continued success, but like many growing firms find a challenge in determining appropriate staffing levels as well as who the right people are.

“It's finding the right amount of people, and then finding those who have a passion for what they do,” Rudd said.

— Todd Bragstad