

# Brotherly Duo Produces Electrifying Results

Veterans turn a garage-based business into a worldwide company.

by Michael Crawford

PRIOR TO THE NEW MILLENNIA, Americans feared they would be left in the dark at the turn of the century. While many can shake their heads now and laugh at the hysteria of the late 20th century, the Jablonski brothers managed to create order from chaos in the form of a new business.

In the summer of 1999, media attention focused on the uncertain outcome of the new millennia and the possibility of energy crises as a result of Y2K. The Jablonski brothers believed, that America was bound to turn its attention and wallets to companies selling generators, uninterrupted sources of electrical power.

Millenium Products supplies portable generators, standby generators, towable generators, fuel trailers, automatic transfer switches, light towers, mobile surveillance trailers, message boards, arrow boards, caution beacons and traffic data collection equipment to both private and government institutions worldwide.

"Millenium Products has enjoyed considerable growth and success in both the retail and government markets," said Bob Jablonski, vice president of marketing and sales for Millenium Products. "We currently operate two Web sites and maintain two GSA schedules."

Millenium Products, based out of Clarkston, Mich., has come a long way since its startup out of a garage. In the 2006 fiscal year, the company grossed \$3 million in revenue and now, instead of buying from Sam's Club and Costco, it receives goods directly from manufacturers such as Baldor Electric, Eaton/Cutler Hammer, Gen-Tech, JRS Custom Fabrication, MMD Equipment, Pramac Group, Terex and Winco.

"Our continued double digit sales growth is testament to the fact that Millenium Products is a customer conscious company," Bob said. "The addition of new products and a second GSA schedule has expanded our customer base and generated new sales opportunities."

The brother's attribute Millenium Products' success to the company's proactive marketing strategies. They frequently attend conventions, GSA gatherings and PTAC-sponsored functions around the country. The company also uses direct mail postcards and advertises in newspapers, magazines and Internet search engines.

"Customer service and customer satisfaction are the pillars upon which our success is measured," said Jim Jablonski, president of Millenium Products and a Vietnam veteran "Our reputation as a 'can do' company is reflected in our outstanding GSA report card and numerous word of mouth and repeat clients."

Veterans both, Jim, an Air Force staff sergeant, and Bob, an Army avionics specialist, left the military with a deep respect for order, discipline, team work and one-on-one communication. These lessons are practiced daily, in promptly returned calls and e-mails and a customer-first approach to business.

Millenium Products aims to forge partnerships with larger corporations in the near future. "As an SDVOSB, we are targeting those governmental agencies who respect the 3 percent SDVOSB contract designation," Bob said. "We are also pursuing 'first response' and 'sole source' opportunities." □

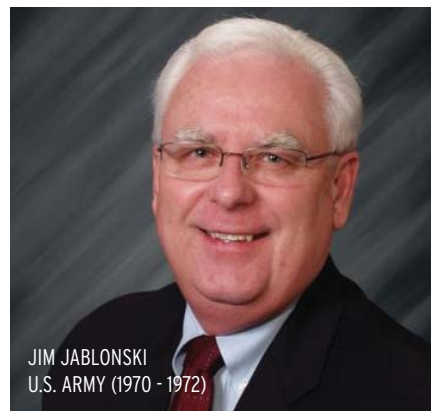
## Company Info



**Name:** Millenium Products  
**Location:** Clarkston, Michigan  
**Company Web site:** [www.milleniumproducts.net](http://www.milleniumproducts.net)  
**# of Employees:** 2  
**Founded:** 1999



BOB JABLONSKI  
U.S. AIR FORCE (1961 - 1965)



JIM JABLONSKI  
U.S. ARMY (1970 - 1972)

### Story Summary

- The Jablonski brothers founded Millenium Products Inc., believing America would flock to generator companies in light of the coming millennia.
- Since its founding in 1999, the company has moved out of a garage and into the international business sphere.
- The company attributes its success to its proactive marketing strategies and customer service.