

Main Office: 267-546-9610 Fax: 267-546-9602 Front Counter: 267-546-9609

[AAD](#) – Advantech Ignition Parts

[ACI](#) – Window Regulator, Windows Motor,  
Washer Pumps

[AIF](#) – Airtex Engine Management

[AMS](#) – New Clutches, Flywheels, Lift Supports  
Master & Slave Cylinders

[ANC](#) – Anco Wiper Blades

[AUP](#) – Autolite Spark Plugs

[AUS](#) – Remanufactured Fuel Injectors

[ATP](#) – Trans, Cabin Filters, Balancer Cables,  
Flywheels, Manifolds, Seals

[BAN](#) – Bando Serpentine & V Belts

[BBB](#) – Remanufactured Starters & Alternators

[BBP](#) – Better Brake Parts Brake Hardware Kits

[BGF](#) – Bendix Global Friction Pads & Shoes

[BRE](#) – Breeze Hose Clamps

[BSH](#) – Bosch Fuel Pumps, o2 Sensors, Spark Plugs,  
Wiper Blades

[BXP](#) – Bendix Premium Friction Pads & Shoes

[CHA](#) – Champion Spark Plugs

[CRI](#) – CRS Hub Bearings

[CST](#) – Thermostats & Caps

[CTR](#) – Carter Fuel Pumps

[CTT](#) – Conitech Timing Belts & Kits, Pentosin Fluids

[DEA](#) – Motor Mounts

[DFB](#) – Dash 4 Brakes & Shoes

[EMI](#) – Eastern Catalytic Converters

[EWP](#) – Eastern Water Pumps

[FCS](#) – Focus Complete Struts

[FIA](#) – Fiamm Horns

[FJC](#) – Air Conditioning Products

[FST](#) – Prestone Anti-Freeze

[GDH](#) – Goodyear Hydraulics

[GDY](#) – Goodyear Hose, Belts, Tensioners

[GPD](#) – Global Climate Control Parts

[GRS](#) – Grote Wiring Solutions

[ISB](#) – Interstate Batteries

[HAS](#) – Hastings Filters & Casite Filters

[KYB](#) – Struts, Shocks & Strut Mounts

[OMK](#) – Omega Power Steering Hoses

[ONX](#) – Onix Fuel Pumps

[PH1](#) – Philips Lighting

[PMB](#) – Powermaster Batteries

[PSG](#) – Pro Stat Gloves

[PTC](#) – Cabin, Air, Gas, Trans Filters & PCV Valves

[PTX](#) – Permatex

[PUJ](#) – Moog/Precision U-Joints

[PWI](#) – Prestolite Wires

[QRC](#) – P.S. Pumps

[QXL](#) – Reman Axles, Rack & Pinions, Gear Boxes

[RAY](#) – Raybestos Friction Brakes, Shoes, Calipers,  
Rotors, Hydraulics, Hub Assemblies

[RAYS](#) – Raybestos Chassis

[REC](#) – Recochem Anti-Freeze

[RPT](#) – Richporter Distributors, Mass Air Flow Sensors,  
Ignition Coils

[SKF](#) – Bearings & Seals

[SUR](#) – SUR&R Brake Line & Fittings

[TRK](#) – Tork Shop Towels

[VIG](#) – Victor Reinz Gaskets

[VPA](#) – Vista Pro Heater Cores

[WNH](#) – Surtrack Axles

[WTR](#) – Winter items (Salt & Calcium)

[WPI](#) – Walker Oxygen Sensors & Mass Air Flow Sensors

[WCO](#) – Wexco/Autotex Wiper Blades

[XCP](#) – MAS Industries Chassis



## UPDATE 2014

POJA has been very busy these last 6 years since we opened the warehouse. There has been continued consolidation in the industry both nationally and locally in retail and wholesale, thus making our competitors bigger, but not necessarily better. The options for the independent jobber continue to dwindle. In most regions, jobbers are now forced to support a direct or indirect competitor. Several members have successfully sold their business as they retired, some decided to close. For those that sold, they credit their membership in POJA for keeping them profitable and in business leading to an acceptable offer. The difference between selling and liquidating was well worth their investment in POJA!

POJA has grown to more than 20 employees and over 50 product lines with more coming. Incredibly, the warehouse has grown and operated with no bank debt. There are trained staff doing stock orders, returns, buying, stock adjustments, payables, delivery, pricing... all the typical functions a WD needs to do. The centralized call center was put in place with investments of technology and infrastructure. It has been operational since March 2009 handling the incoming calls for jobbers that are ready to centralize that part of their businesses as well as separate their retail counter service from their wholesale delivery business. Those that invested in the same phone system at their locations are able to have quick access to extensions at the warehouse for even quicker responses to questions, as well as between member locations for counter professionals and dispatchers dealing with inter store transfers.

The centralized office was also experimented with and was shown to be an effective way to reduce the dependency on a single bookkeeper at the jobber store. Efficiencies were gained, expenses shared, and buying power was increased. Best practices were shared and the best of those were adopted.

A first rate experienced buyer was hired to manage the warehouse inventory as well as manage some of the store inventories.

Advanced technology continued to be implemented in other aspects of warehouse and store operations. The phone system expense was shared with the call center. A wireless network was set up all across the warehouse for barcode pulling and order check in to make the processes more efficient and accurate. 30 security cameras were installed with DVRs hooked to the internet. Members can see their warehouse operations from their PC's and even their smart phones. Dispatchers can see when their drivers pull up, or if they are just standing at the pickup counter so they can keep them moving delivering parts even faster to their customers.

Epart was adopted so that members that are not on the shared computing system could see inventory at the warehouse and at other member's locations and could place orders from them electronically. Items bought from other members were either picked up directly at those stores or are shuttled back to the warehouse and back out to the ordering member location.

A secure member only website (intranet) was created to allow a place for members to retrieve price sheets and share monthly member promotions and other types of documents needed to run their businesses. Having a creative block for a promo? No problem, members can look through the files for ideas to use that other members ran programs successfully.

Our association with APA has continued to strengthen as our treasurer/CFO Ben Yelowitz from Crest Auto Stores was elected to the APA board and has served nearly 6 years on many committees including product and technology. He has served as their treasurer and currently holds the office of Vice President. He has traveled quite a bit networking with many of the members nationwide and has recently visited China on a 2 week tour of factories. President of POJA and owner of Morris Auto Parts Harris Steinberg serves on the APA success committee that explores technology solutions for the members. Over the last several years APA has created a Data Warehouse and POJA has been a major contributor of data as well as given much input to the programming. This has given our buyer access to the movement of part numbers allowing him to put new numbers into our inventory a lot sooner preventing lost sales and creating positive impressions on our members and member customers by being able to quickly source items at the warehouse.

Several members have ventured into the online sales to both wholesale accounts, online retail business and ebay selling. Sharing their successes and failures and leveraging our collective buying power, our members have been able to maximize profits, avoid pitfalls and flatten the learning curves of implementing and maintaining these customer service centers.

In addition to our monthly POJA member meetings, we instituted monthly warehouse management meetings where the key individuals in warehouse operations from inventory, IT, office, executive, purchasing, and returns meet to give updates on initiatives to smooth out rough spots, as well as discuss opportunities to improve and grow. Everyone has an action list and has to report back to the group every month so things get done quickly! Members are always welcome to attend to both observe as well as give direct input. Besides emailing members communications, a Notes in Totes flyer was created and distributed with stock orders to make sure pertinent information on warehouse news like new lines, promos, stock adjustments, new numbers and the like get to all staff members of all stores.

Over the past several years POJA has made some special buys in Freon, salt, antifreeze and other commodities where the pricing can only be truly competitive when buying in truck loads. Most of this was presold with some left at the warehouse to help fill in after the sale. With the volume of business that the POJA members generate, and the centralization of purchasing, the warehouse has been able to import some product categories and get container pricing allowing for pass through of additional profits to the members helping them to be profitable and competitive.

For the last 3 years a few customer accounts have been opened as the opportunities presented themselves, however POJA has not been actively seeking that business as there was much to accomplish before going out and prospecting. Pricing schedules and changeover programs and delivery logistics have all been reviewed and the rough edges smoothed where identified.

In early 2013 our warehouse turned 5 years old, our financials were rock solid and banks were eager to talk with us. Aggressive expansion plans were developed using bank financing while also leveraging our well established relationships with vendors. New lines and categories were identified and deals negotiated. A Business Development Manager position was established and aggressive interviewing took place into early 2014 when the best candidate was identified.

POJA looks ahead to continue to grow aggressively over the next two years in both its customer base and member base as the options for independent jobbers to remain independent dissolve. Being associated with POJA gives the ability for a jobber to buy from a vendor that first they don't compete with, second that is owned and managed both by key employees and by jobbers, third that understands and caters to the jobber's needs, and fourth the jobber customer/member actually has a real say and influence in all aspects of the operations of that vendor among many other benefits. The needs of the members and customers of POJA are not in direct conflict with POJA Warehouse's financial motivations as they are with other vendors that have policies, pricing, procedures and operating hours to maximize their profits. As a cooperative effort, together we can and do make it happen.

Harris Steinberg  
President  
Morris Auto Parts Inc.  
POJA Warehouse LP

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## AIR CONDITIONING

FJC  
Global Parts  
Vista Pro(Heater Cores)  
DuPont R134a

## BELTS

Goodyear  
Bando



## AXLES

Quality (Rebuilt)  
Sur-Trak (New)

## BATTERIES

Powermaster  
Interstate  
Nationwide

## BEARINGS/SEALS

SKF  
ATP (Trans)  
ITM

## BULBS

Philips



## BRAKES

Raybestos Pro Grade  
Raybestos Serv. Grade  
Bendix Premium  
Bendix Global  
Dash 4



## BRAKE HARDWARE

BBP  
SUR&R

## CALIPERS

Raybestos

## BRAKE HYDRAULICS

Raybestos  
AMS



## CATALYTIC CONVERTER

Eastern

## CHASSIS/STEERING

Raybestos Pro Grade  
Raybestos Serv. Grade  
MAS/XCP (Professional Choice)  
Moog (U-Joints)  
PTC (U-Joints)

## CLUTCHES/FLYWHEELS

AMS  
ATP



## COMMODITIES

Pro Stat (Gloves)  
DuPont Freon  
Prestone Anti-Freeze  
Recochem Anti-Freeze  
Pentosin  
Rock Salt/Calcium  
Breeze Clamps  
Tork Towels  
Permatex

## ELECTRICAL ACCESSO

Grote



## ENGINE MANGEMENT

Airtex  
Advantech  
Prestolite Wire  
Rich Porter

## ENGINE PARTS

ITM

## FILTERS

Hastings(Air, Oil, Gas, Trans, Cabin)  
Casite(Cabin, Air, Oil)  
ATP (Cabin, Trans)  
PTC (Air, Cabin, Trans, Fuel, PCV)

## FUEL INJECTORS

AUS(Reman)  
AIRTEX

## FUEL PUMPS

Bosch  
Onix  
Carter



## GASKETS

Victor Reinz  
ITM



## HORNS

Fiamm

## HOSES

Goodyear



## HUB BEARINGS

Raybestos  
CRS  
SKF

## MANIFOLDS

ATP  
\*Dorman (D.S.)



## MASS AIR FLOW

SENSORS  
RICHPORTER  
WALKER

## MOTOR MOUNTS

DEA

## OXYGEN SENSORS

Bosch  
Walker

## POWER STEERING

Omega(Hose + Kits)  
Quality Rebuilders  
(P.S Pumps, Gear Boxes)



## RACK & PINIONS

Quality(Rebuilt)

## ROTORS/DRUMS

Raybestos

## SPARK PLUGS

Autolite  
Champion  
Bosch



## STARTER/ALTERNATORS

BBB INDUSTRIES

## STRUTS/SHOCKS

FCS (Loaded)  
KYB

## THERMOSTATS/CAPS

CST



## TIMING BELTS/KITS

GOODYEAR  
CONITECH

## WATER PUMPS

Eastern Industries  
\*ASC (D.S.)



## WINDOW REGULATOR/MOTOR

ACI  
\*Dorman (D.S.)

## WASHER PUMPS

ACI

## WIPER BLADES

Bosch  
Anco  
Wexco

