



Making the cut

■ *Inc.* magazine listed nine Delaware County businesses among 5,000 fastest growing private companies in U.S.

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Nine Delaware County businesses, employing 756 workers and having \$172.3 million in 2007 revenues, have been named to *Inc.* magazine's list of the 5,000 fastest-growing privately held companies in the United States.

"The *Inc.* 5000 gives an unrivaled portrait of young, underreported companies across all industries doing fascinating things with cutting-edge business models, as well as older companies that are still showing impressive growth," said Jim Melloan, *Inc.* 5000 project manager.

The following county businesses were ranked accordingly: No. 59, ProfitPoint Inc. of Clifton Heights; No. 571 Finit Solutions, Media; No. 825 AdminServer, Chester; No. 2,222 Fisher Tank, Chester; No. 2,253, Direct Choice, Radnor; No. 3,041, Arora Engineers, Chadds Ford; No. 3,827, Topp Portable Air, Aston; No. 4,359, Squire Pharmacy, Springfield; and No. 4,758, New Way Air Bearings, Aston.

Nestled along the Darby Creek and tucked off Baltimore Pike is the 20,000-square-foot offices of ProfitPoint Inc. on the fourth floor of the Rockbourne Falls business complex in Clifton Heights.

Founded in November 2003 by Vaden Landers and Jim Battista, it is a leading provider of gift and loyalty card services to small- and medium-sized businesses, although national companies such as Lacoste, Harley-Davidson, Michael Kors, Godiva, Dooney & Bourke and California Closets are among their customers as well.

Inc. chose the company as No. 59 on its fastest-growing list due to its three-year sales growth of 2,642 percent. In little over four years, ProfitPoint's revenues grew from \$200,000 to more than \$11 million.

And, with the demand for gift card and loyalty-card programs expected to grow, ProfitPoint shares the same experience goal. In last 18 months alone, it's acquired two competitors.

Battista, president of ProfitPoint, credits his employees' dedication and creativity with the company's spectacular success.

His company works with clients to create custom cards specifically for their business and industry. From 10 percent to 20 percent of its 25,000 clients have printer-ready designs. The rest are the result of collaborations between clients and ProfitPoint staff.

For example, USA Baby faxed the company an idea for a card three weeks ago. ProfitPoint staff worked with USA Baby to create a pastel-colored card featuring the company logo on what looks like a nursery wall above a shelf with toys.

"They loved it," said ProfitPoint art manager Ashley Colantonio.

Jim Folgias of Upper Providence Grill shared his experience.

"When we converted to gift cards from paper certificates, the process was very simple and easy to implement," he said. "It is so much easier for the customer and the establishment to use and keep track of cards."

Next month, ProfitPoint plans to celebrate its move to Rockbourne Falls, a facility complete with fitness rooms, men's and

women's locker rooms and a deck overlooking the Darby Creek with grill from its original Havertown office.

Battista of Springfield, former president and director of EVS Holding Co., had worked in the payments industry when he and Landers conceptualized ProfitPoint.

"We found it to be a great application," he said.

Helping businesses have ownership of a gift-card program is part of ProfitPoint's service to its clients. If the company evaluates that a client isn't obtaining optimal profit from its gift-card program, ProfitPoint staff trains the business and their employees how to do so.

Battista spoke of ProfitPoint's *Inc.* ranking.

"We are ecstatic," he said. "We're happy, but we know we have a lot of work ahead of us."

Fisher Tank Co., which has been at Fourth and Booth streets in Chester for 60 years, was also named to the *Inc.* list at No. 2,222.

"We've grown quite a bit in the last five years," Mike Szelak, president of Fisher Tank said. "That's because everybody's hard working doing a good, safe job."



Photos by PETER A. ZINNER

Jim Battista, president of ProfitPoint Inc., above, stands outside the company's office in Clifton Heights. Founded in November 2003, it is a leading provider of gift and loyalty-card services, right, to small- and medium-sized businesses.

