

## AT YOUR SERVICE: HELPING SALES GET ON LINE

With financial assistance and redirection, Capstone Business Credit helped fashion supplier Kayon Corp. blossom from \$1.5 million in sales to \$6 million in just one year.

"It may be just a matter of getting a couple things in line and helping with suppliers," observed Capstone's managing member Joseph Ingrassia.

Ingrassia recalled when Capstone met with Kayon a year ago, it had supply problems due to payment issues. In time, the firm paid back each supplier and developed better relationships, he explained.

Originally a retailer, Kayon Corp sells the brands Putumayo and Whitewash to 1,200 specialty stores nationwide. With Capstone's assistance, Kayon established solid relationships with suppliers, and is now recognized for timely deliveries.

"You may have a wonderful line, but if you don't deliver on time, you don't have a business," observed Kathryn Peters, president and design director of Kayon Corp. Capstone helped the firm obtain working capital and letters of

credit that turned the business around, identified areas needing improvements, and delivered it a strategic overall plan to grow the operation.

Capstone implemented a change in how the sales reps would be compensated, having commissions paid to reps when accounts pay their bills, allowing Kayon to get a jump on Fall 2006-Spring 2007 sales. With Capstone's help, sales reps now are paid on time, it noted.

Capstone helped Kayon turn around and prosper, he recalled. "What we did was restore the supplier relationships, and as a result, goods were delivered on time, salesmen were paid on time, and Kathryn told the sales team if they wanted to get paid their commissions, they must ensure their customers pay in a timely manner or they will wait like the company must."

The two firms still partner on different levels, with Ingrassia acclaimed Kayon's "financial savior," Peters said.

While demand was always high, before Capstone Kayon was unable to pay for product and provide delivery,

Peters recalled. When the business began to falter, Ingrassia arranged a factoring relationship and financing, and Kayon now is a global operation selling in six countries. "Before Capstone, our focus was on the daily financial issues," she noted. "Now, my energy can go towards the design and creation of great new products."

Ingrassia's relationship with Kayon is so hands on, he and Peters speak weekly, and he elevated the firm's Web site where Capstone financed a soon-to-debut, 36-page online catalog.

**"WHAT WE DID WAS RESTORE SUPPLIER RELATIONSHIPS, AND AS A RESULT, GOODS WERE DELIVERED ON TIME, SALESMEN WERE PAID ON TIME, AND (THE SALES TEAM WAS TOLD) IF THEY WANT TO GET PAID THEIR COMMISSIONS THEY MUST ENSURE THEIR CUSTOMERS PAY IN A TIMELY MANNER OR THEY WILL WAIT LIKE THE COMPANY MUST!"**

**JOSEPH INGRASSIA, MANAGING MEMBER,  
CAPSTONE BUSINESS CREDIT**



**Joseph Ingrassia,  
managing member,  
Capstone Business  
Credit**