

Rosedale Business of the Month:

Midpoint National, Inc.

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Ever wonder who put the shopping cart in your favorite on-line store? You know the cart that has made shopping a really easy experience instead of drudgery.

Midpoint National, a book distribution center and technology-based marketing service, could be responsible for your new shopping joy.

The Rosedale business started in 1988 as an order fulfillment provider for catalog companies and direct marketers. Today, the business distributes books and fulfillment items to book-sellers all over the country.

Among its clients are Barnes & Noble, Amazon, Borders, Beck and Taylor, Hallmark and John Deere. Midpoint also distributes sales materi-



ive marketing and database integration and management. The company will place a shopping cart on a business web site to take orders directly and help a business develop their web presence.

Midpoint provides support for businesses taking part in trade shows by packaging and shipping sales materials directly to trade show sites. One of its services is onsite tele-services including a 30-station call center.

Linda Reeder, a long time employee, says that Midpoint National took its name from being centrally located in the U.S.

Asked if the recession had impacted the company, Reeder said the economic down turn hasn't reached them. "Although it did get slower there for a couple of months, we have a lot of orders." ☞

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als, puzzles and miniatures including children's books for Tiger's Tales.

Using technology and hands-on service, Midpoint National has expanded to offer business solutions such as web-based applications, interac-



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