



MOBILE +  
HOME-BASED  
FRANCHISING

# Keeping Industrial America Rolling

SUPPLY POINTE is a B2B industrial packaging and transportation franchise that provides the materials its clients need to keep the nation running – from groceries and automobiles to furniture, steel and beyond.

“We’re really kind of a one-stop shop for industrial America,” said Adam Cahill, who co-founded the franchise with his father, Matt. “These folks are concentrated on getting their products made and out the door. They can’t just do that without relying on industrial packaging.”

SUPPLY POINTE sources pallets, industrial corrugated boxes, bulk bags, 55-gallon drums and other packaging materials for shipping. They also offer full-service logistics, from transportation by tractor-trailer, flatbed truck, rail, air or steamship overseas, as well as warehousing.

In a \$2 trillion-plus industry, SUPPLY POINTE is a high-earnings, scalable, home-based business, requiring no employees, specialized vehicles, inventory or storefront. “We make the joke that we’re allergic to overhead,” Adam said.



Matt Cahill, a former longtime sales executive with FedEx, started his own successful packaging and transportation business in Cincinnati in 2002. At the same time, Adam was teaching high school in Charlotte, North Carolina, but was looking for something different. “I didn’t want a boss. I wanted to be in charge of my own future and my own success,” he said.



Adam began asking his father about the business. Soon, he was going to industrial parks after school and on the weekends, making deals and selling pallets and packaging materials.

“My business exploded pretty quickly,” Adam said. In 2011, he joined his father in the business while operating out of Charlotte.

The duo decided to franchise in 2017, based on the success each was having in different states. “It changed my life for the better, and it changed his,” Adam said. “We wanted to share this amazing opportunity.”

During the pandemic, SUPPLY POINTE was deemed essential. “We became a pivotal piece in the supply chain,” Adam said. “We grew like crazy, and we haven’t looked back since.”

The company’s growth has benefited franchisees as well. SUPPLY POINTE’s competitive

pricing and quality service lead to recurring revenue streams. “We have franchisees that are seeing serious financial numbers and profit numbers,” Adam said.

SUPPLY POINTE trains franchisees to make and close deals, so a sales background is helpful but not necessary. Pre-training is extensive, with e-learning, videos and podcasts through SUPPLY POINTE University. Franchisees are then invited to instructor-led workshops, and training is ongoing after they are onboard. The company also supplies much of the backend work, including digital marketing, email campaigns, SEOs, paid advertisements and an internal call center.

Protected territories are awarded within an hour of a franchisee’s home base, so they can be in front of customers, cold calling and making deals while maintaining a work-life balance.

The Cahills want franchisees who fit the SUPPLY POINTE culture. “People buy from folks they like and trust,” Adam said. “Our cultural value is: Treat people the way you want to be treated.”

With nine franchises in place and more in the works for spring, SUPPLY POINTE is looking to expand. “Where we go in the next year and the next five years is going to be really exciting. It’s an amazing opportunity for people to be a part of something very special,” Adam said.

*Patty Horansky*



[supplypointefranchise.com](http://supplypointefranchise.com)

