

# MODERN Leap

By  
Kevin  
Fritz

BY UTILIZING NEW TECHNOLOGY, TWO INNOVATIVE CENTRAL FLORIDA COMPANIES ARE TAKING THEIR TRADITIONAL INDUSTRIES TO THE NEXT LEVEL.

»» From a second-floor office overlooking Lake Eola in downtown Orlando, Bob Moore unassumingly places orders for the manufacturing of more than one million pallets — each and every day. With that level of volume, it's no surprise that this CEO and president of Intelligent Global Pooling Systems (iGPS) has the honor of being known as the man who has bought more pallets in his lifetime than anyone else in the world.

By issuing an average of 75 million pallets to clients a year — each one American made — Moore's title as pallet king appears to be safe. What is more remarkable is that iGPS opened its doors merely five years ago and in that short period of time, it has taken an industry historically ruled by wood and turned it upside down — all in the name of a healthier, safer supply chain. Today, Moore operates the world's first pallet rental service using lightweight, 100 percent recyclable, all-plastic pallets with embedded radio frequency identification (RFID) tags.

"When I was buying 20 million pallets a year, I started seeing issues with them, such as pathogens," he says, noting that wood can become breeding grounds for salmonella, E. coli, and listeria, the latter of which is particularly prevalent in wooden pallets. Having been surrounded by pallets most of his working life, Moore was troubled that our food chain was susceptible to contamination.

The solution, he surmised, lay in plastic: It weighs less and is non-porous and non-organic. As for worker safety, with plastic there are no splinters or nails, and fewer back injuries.

While plastic pallets have been around for about 40 years, at \$79 each they were considered too expensive for corporations to purchase (wood pallets range from \$20 to \$22). So Moore decided to rent them for the same price as wood pallets. That business model now serves the giants in product distribution: General Mills, SC Johnson, Kraft, and Walmart.



IGPS OPENED ITS DOORS MERELY FIVE YEARS AGO. IN THAT SHORT PERIOD OF TIME, IT HAS TAKEN AN INDUSTRY HISTORICALLY RULED BY WOOD AND TURNED IT UPSIDE DOWN — ALL IN THE NAME OF A HEALTHIER, SAFER SUPPLY CHAIN.



O,R&L Facility Services is responsible for maintaining iconic local buildings, such as Orlando City Hall.

O,R&L FACILITIES SERVICES

What makes his pallets even more popular are the embedded electronic tracking devices, allowing a watchful eye to trace deliveries throughout the entire door-to-door process.

Last fall, Moore added a "spider" to his "smartpallet" tracking system that piggybacks cell phone technology using GPS satellites. "Now we can follow product right down Interstate 4," he boasts. iGPS also employs the same accelerometer technology that allows your smartphone screen to turn sideways. "That way, we can tell if a driver is taking corners at 45 mph," he adds.

His epiphany to forever change the way goods are shipped and tracked has not gone unnoticed: In 2010, Moore was named by Ernst & Young as its Entrepreneur of The Year in the Emerging Category.

## O,R&L

Bob Owens, CEO and president of O,R&L Facilities Services, knows about real estate and endurance. His family's business, Owens Realty, enjoyed a long and healthy life for more than 90 years. That experience proved to be indispensable in transforming a janitorial service company into a full-service facilities-management business that goes well beyond the old mop and bucket.

What started out in 1982 as a northeastern-based development company centered on construction, brokerage, and property management, morphed into O,R&L in 1990 with a primary focus on service. Seven years ago, the company moved its facilities-services

division to the Orlando area, and Owens followed a year-and-a-half ago.

Today, O,R&L Facility Services offers much more than just maintenance; it employs innovation and green-certified products, and also monitors the energy efficiency of each building, thereby saving its clients' money while also reducing their carbon footprints.

"We maintain a building for its life cycle," Owens notes.

His business model has been well-received so far. Today, O,R&L Facility Services maintains several of the city's most iconic structures, including



Janitorial services are just the start to what O,R&L offers.

Orlando City Hall, the Amway Center, the Bob Carr Performing Arts Centre, and the Citrus Bowl Stadium. In all, Owens manages approximately 20 million square feet of facilities.

Owens explains that while many janitorial service companies concentrate heavily on the bottom line, O,R&L

Facility Services considers the importance of first impressions. That's why the industry standard of a 70 to 80 percent level of cleanliness is just not good enough.

"We can't help but go beyond that and provide a cleaner place," he says. "Ours is 90 percent-plus."

While being a "green" company may seem passé today, Owens began adopting the use of healthy, more sanitary products in the late 1990s, long before being green was considered an environmentally conscious modifier. He simply followed the lead of hospitals, recognizing the quality of their cleaning agents and the effectiveness of creating a cleaner environment.

Owens also introduced high-volume cleaning equipment that saves time and money. Robotic floor scrubbers, for example, "drive the floor through the night while we all sleep."

But his dedication to his industry doesn't stop with products. To see to it that buildings are running as efficiently as possible, Owens monitors energy-management systems and has even discovered some that were not being fully utilized in new LEED-certified structures, which are considered the best of the best in energy efficiency.

Owens also strives to maximize the life of his clients' buildings by educating their occupants about the importance of turning off lights and faucets and keeping watch for potential problems. "We are always looking at industry best practices," he says. "We don't compromise on quality. We're results driven."