



Daniel Madaris works at Prudential Overall Supply on West Hacienda Avenue.

TIFFANY BROWN / STAFF PHOTOGRAPHER

Overall, Prudential marks 75 good years in business

By Stephanie Tavares / STAFF WRITER

It takes a lot of good luck, business savvy and adaptability to make a business last a lifetime.

In a climate where half of small businesses fail in the first few years, a business that can make it 75 years is an anomaly, to say the least. Prudential Overall Supply, which has a distribution center in Las Vegas, has done just that.

"It is pretty incredible," said Jerry Martin, vice president of sales and marketing for Prudential. "Only 2 percent of businesses in the United States have been around for 75 or more years. We're in that group and we're fortunate for that."

Martin said the key to Prudential's long-term success is its ultraconservative growth strategy. The company funds all growth internally and does not use loans or external investors.

"Our founder came from a background of an Iowa farming family and really they've always held the philosophy that 'make a little money, spend a little less,'" Martin explained. "It's a very conservative approach to expansion, but it has expanded quite rapidly in the last 20 years. The core philosophy is that Midwestern farm community values that have just carried through to today."

The company started out as a uniform supply service but over the decades has expanded its scope to include the manufacture, rental and cleaning of uniforms and sales of business sup-

plies such as slip-free mats and paper supplies. It has kept up with emerging competition by seeking the most efficient equipment and processes. They also seek to provide the best customer service and accommodate the growth or relocation of clients.

"We're always pushing ourselves at Prudential as far as service," Martin said. "We prescribe to keep progressing. We're never satisfied with where we're at, we're always pushing ourselves to find new ways to do things."

The company's Las Vegas facility has 18 employees at its plant on West Hacienda Avenue. They serve various Las Vegas companies including the Orleans. And Prudential has no plans to leave. Martin said that as Las Vegas grows, more of their existing customers relocate here or open branches here. The company had to expand its plant and distribution center here a few years ago and expects to do so again in the next few years.

"We're looking to continue to ride the wave of continued growth there," Martin said of Las Vegas.

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