

Jacuzzi Luxury Bath says "THINK B.I.G."

BUY IN GREATER VALDOSTA!



The team at Jacuzzi Luxury Bath knows how to THINK B.I.G.!

The company has identified nearly \$10 million in products and services that had been purchased out-of-state that can be purchased from Lowndes County businesses. The company is challenging other businesses to do the same!

If anyone in Greater Valdosta has truly grasped the meaning and mission of THINK B.I.G., it is Whirlpool Jacuzzi Luxury Bath Director of Operations **Chris Peetz** and the Jacuzzi Luxury Bath team.

From the time Peetz joined the company in August 2008, he has been looking for ways to shorten the supply chain between Jacuzzi Luxury Bath and its suppliers. It was not until he heard **Jim Matney** (SMITH Northview Hospital) talk about THINK B.I.G. at the Top 25 Employers Breakfast that he began to intently seek ways to support the Greater Valdosta region. "I may originally be from Indiana, but Valdosta is my community," said Peetz.

Through tremendous effort and a passion for the Greater Valdosta community, Peetz and the Jacuzzi Luxury Bath team have reallocated an annual spending of more than \$3 million to the local economy, and they are not stopping there. "We are currently working to bring our molded products at an estimated \$7.2 million, and our painted wood products at an estimated \$680,000 into the region as well," said Peetz.

"The Chamber started down the path," remarked Peetz. "We embraced it as a company, and our employees worked hard to make it possible."

"Chris Peetz and the staff of Jacuzzi Luxury Bath are the perfect model of a business dedicated to the THINK B.I.G. cause," said THINK B.I.G. chairman, **Jay Prince** (Prince Automotive Group).



Peetz attributes Jacuzzi Luxury Bath's Reallocation success to his team. "The purchasing group lead by **Chip Jones**, born and raised in the Valdosta area, has been fantastic in supporting the program. Chip has worked diligently to find local vendors for purchases made outside of the area. In addition, the operations team led by Plant Manager **Rich Baehr**, has trialed countless alternative products and even modified processes to accommodate these changes to buy locally."

Peetz adds, "I have a great team, and I am proud of the work they have done to support the THINK B.I.G. program."

The company of 310 employees now pays out 24 percent of its annual spending to businesses located in Lowndes County. Peetz shares advice for other businesses looking for ways to reallocate to the Greater Valdosta region, "Nothing is too small to go after. If you take care of the pennies, the dollars add up!"

Here are some of the products and services that Jacuzzi Luxury Bath now purchases in Lowndes County, that were previously purchased outside the local economy: corrugated packaging, office supplies, freight scheduling and logistics, dunnage materials, hardware purchases, security and surveillance systems.



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