

Des Plaines Office Equipment works with Alpha Baking Company on assisting in recovering from fire damage

Chicago area company comes to the rescue of client; offers warehouse to assist as Alpha Baking rebuilds

CHICAGO, ILLINOIS, USA, February 18, 2018 /EINPresswire.com/ -- ROCKFORD and CAROL STREAM, IL -- When [Vic Miceli](#), co-owner and Vice-President of Des Plaines Office Equipment (DPOE, <http://dpoe.com>) learned of the plight of Chicago-based [Alpha Baking](#), he knew that he wanted to help.



We try to be a true partner to our customers, and I'm pleased that Alpha Baking has been using our warehouse and dock while they rebuild."

Vic Miceli

Alpha Baking Company, which has served Chicago and the Midwest since 1979, suffered a fire at its Love Park (Rockford), IL facility, which damaged the building and destroyed the roof. Alpha Baking is a client of Des Plaines Office Equipment; the baking company uses document generation equipment provided by DPOE. When the fire

occurred, Vic Miceli received a call from his contact within the company, the IT technician, alerting them to the fire and that the copier they purchased from DPOE was destroyed by the fire.

For Miceli, the story had an eerily familiar ring. The flagship building of the Des Plaines Office Equipment company, in [Elk Grove Village](#), was severely damaged last July when a microburst came through town and ripped the roof right off the building.

Miceli assured the client that the condition of the copier, while important, was not his company's primary concern. "We knew that losing the use of a building could be crippling to a business," he said, adding, "We went through the process of coping with fire damage ourselves and we wanted to do more."

Miceli and his brother Chip, the owners of Des Plaines Office Equipment, have a location in Loves Park which is near where the Alpha Baking plant is located. They offered the shared use of their warehouse and facilities so that Alpha would not need to re-route its deliveries while they repair their facility.

Miceli said, "We try to be a true partner to our customers, and I'm pleased to say that Alpha Baking has been using our warehouse and dock during this time when they are without the use of this facility." Alpha Baking's location is only a few blocks away from the DPOE Loves Park location.

He said, "We wish our friends at Alpha Baking all the best, and look forward to assisting them as they rebuild."

Robert McGuire, VP, Director of Logistics at Alpha Baking, said, "Thanks to DPOE's assistance,

Alpha Baking suffered no disruption to local retailers of their full line of S. Rosen's and Natural Ovens Bakery bread, buns, and rolls.”

Alpha Baking Company, Inc. was established in 1979 with the acquisition of the Mary Ann Baking Company in Chicago. Founded in 1935, Mary Ann is best known for the ever-popular Chicago style poppy seed hot dog bun. In 1981, Alpha Baking purchased S. Rosen's Baking Company, a Chicago staple and baker of Jewish hearth rye breads and variety rolls since 1909. Through the years, Alpha Baking has continued to grow with the acquisition of Kreamo Bakers in La Porte, Indiana in 1979, National Baking Company in Chicago, Illinois in 1997, Natural Ovens Bakery in Manitowoc, Wisconsin in 2007 and recently in 2016 with the addition of a new sweet good facility in Chicago and a new baking facility in Grand Rapids, MI. The firm has more than 1770 employees, 300 fresh delivery routes, 6 production plants and 18 production lines.

About Des Plaines Office Equipment

Des Plaines Office Equipment (DPOE, www.dpoe.com), is a leader in the field of print management, including multi-function printers and It/technology solutions, serving the greater Chicago area since 1955. Today, DPOE operates three Chicago area locations: its headquarters in Elk Grove Village, and a location in Chicago (211 West Wacker Drive) and Rockford (Loves Park, IL). Additionally, DPOE has partnered with several Indiana companies and maintains several locations there as well. Des Plaines Office Equipment (DPOE) is a leading provider of Sharp office equipment, Oki Data, HP, Kyocera and Toshiba (telephone systems). The company offers the Sharp Aquos Board, an interactive display system, and customized video wall in its product line. DPOE provides products and services to a diverse client base that includes schools, hospitals, law offices, accounting firms, and financial institutions, among others. The firm is a consistent winner of Sharp Document's Hyakuman Kai award for sales excellence, and was named a 2007, 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016 and 2017 Elite Dealer by The Week in Imaging. DPOE maintains corporate headquarters at 1020 Bonaventure Drive, Elk Grove Village, IL 60007. The firm is active in a number of area civic organizations, including the Greater O'Hare Business Association, the Small Business Advocacy Council, the Northbrook Chamber of Commerce and the Des Plaines Chamber of Commerce. For additional information, please call 847-879-6400 or visit www.dpoe.com. You can also find the company on Facebook, <https://www.facebook.com/dpoecompany?fref=ts>.

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