



## A unique history of a visionary company

Milner, Inc. has a history unlike any company in our industry. It is a success story born and raised in Atlanta and continues to this day in 5 states.



Lanier Brothers

In 1934, **J Hicks Lanier** founded the **Lanier Company**, a dictating machine distributorship. The company grew in scope through the next 20 years, but could not imagine how much growth was over the horizon when **Gene Milner, Sr.** joined his father-in-law as a partner in 1953. In 1955, **Gene Milner, Sr.** started his association with the 3M Company, becoming a distributor of their office copiers.

As sales grew through the years, 3M continued to allow the **Lanier Company** to expand their territories. With more territories came more growth and more success when, finally in 1970, 3M turned over the entire United States distribution to, what was now known as, **Lanier Business Products**.

In 1983, **Lanier Business Products** was acquired by Harris Corporation and changed our name to **Harris/Lanier**. All this time, **Gene Milner Sr.** was at the helm as the CEO. In 1986, the final piece of the puzzle came together as **Harris/Lanier** bought 3M's worldwide distribution and became Harris/3M, the world's largest independent dealer of office equipment. The name changed shortly thereafter to Lanier Worldwide.



Gene Milner Sr.

In 1987, **Gene Milner Sr.** retired as the Chairman and CEO of, what is now, Lanier Worldwide and acquired the Atlanta, Fort Lauderdale, Miami and West Palm Beach, Florida territories to, once again, start a family run business selling Lanier and Ricoh systems. The company was named **Milner, Inc.** By the end of our first fiscal year, sales revenues were \$9 million dollars. Today, in an industry that experiences growth at a rate of 2%, Milner has averaged double digit growth almost every year. Our sales now exceed \$72 million dollars with offices in 5 states.



Gene "Dusty" Milner Jr.

Gene Milner Sr. retired in 1988 and his son Gene "Dusty" Milner Jr. followed success with more success. The Milners always relied on three aspects of their business for success:

1. **Dedication to their customers**
2. **A loyal sales staff**
3. **Vision for the future.**



Milner corporate office - Norcross, GA



**MILNER WAS BUILT ON SERVICE.** It is a simple statement that speaks volumes. We realize that, all things being equal, customers will remain loyal to the company that provides the best service. Our technicians receive continued factory training and updates on all our equipment. **All of our technicians are equipped with GPS on their Blackberry's so we can track their location. In case of emergency, we can easily locate the tech that is closest to your office guaranteeing a quick response time.** Our dispatch and supply personnel make sure information is quick and accurate and our warehouse staff assembles and delivers equipment in a professional and courteous manner. All this means you get treated in a professional manner, any problems are quickly handled and your staff will receive the best training to make sure they become as productive as possible.

**MILNER WAS BUILT ON LOYALTY.** Loyalty not only shown by our customers because of outstanding service, but loyalty the company shows it's employees. The average tenure of an account representative is over 10 years and the average tenure of our service department is 9 years. Since Milner hires only industry professionals (most of whom have come from our local competitors), we know that every employee will do the best they can for the customer, which will in turn continue fuel Milner's impressive growth rate.



**Bill Long-Service Manager  
Over 25 years with Lanier and Milner**

**A VISION FOR THE FUTURE** □

Part of the success and steady growth of Milner, Inc. has been the vision to anticipate the needs of our customers and to provide the latest and best technology and software available. Over ten years ago, Milner acquired ComSquared Systems, a software developer that provides document management, workflow, document archival and retrieval to an impressive list of clients from the Fortune 500. Today, realizing the importance of document management to all levels of business, ComSquared has



developed an affordable, easy to use system called **Image Director** that can be adapted to any size business. Milner has also partnered with some of the industry's best companies such as Lexmark, Samsung, Oki and Konica Minolta to bring you the best solutions for your company or school.

**At Milner, we take our partnerships seriously. Our partnerships tend to last a long time, some over 20 years. Companies don't service clients, people do and our people take personal responsibility with their accounts. Companies trust and remain with Milner because of our people.**

**Atlanta born and raised. An incredible success story that, after 71 years, has never lost sight of what is most important... service to our clients.**

**Knowledge, Technology, Accountability**

**Three words that say your partnership should start with Milner.**

For more information, please visit our website at: [www.milner.com](http://www.milner.com) or call **770-734-5419**