

Company Information

Bottle Technology Corporation is a computer hardware and services distribution company based in Boston, Massachusetts. The company has 300 locations around the country, including 8 major distribution and integration centers, that focus on delivering client solutions by client deadlines.

The company sells a wide variety of computer parts, software and systems from the top manufacturers in the industry to leading resellers and integration companies around the country. Bottle sells parts, full systems, full configured networks, peripherals and the very latest in computer technology solutions. The company also has a broad range of software solutions, including licensing options from every software development company for customers of any size.

Bottle Technology Corporation can create custom software solutions for any platform, and it also offers comprehensive training services for its reseller clients. Bottle is well-known in the industry for being ahead of the curve when it comes to teaching the integration of new hardware and software technology into advanced point of sales systems.

In recent years, Bottle Technology Corporation has developed a comprehensive channel services program that brings manufacturers and resellers together to solve client issues. Through this program, Bottle has been able to set up marketing co-op funding arrangements and trade show co-exhibitor partnerships that have brought significant value to hundreds of resellers.

Bottle Technology Corporation was one of the first distributors to be concerned with product lifecycles, and helping clients to stretch their technology budgets. Bottle developed the concept of the gradual integration of new technologies into a client's platform to help reduce the immediate impact of replacing old systems and software.

The Bottle Technology Corporation Education Campus was created in 2000 to give Bottle a place to develop and deliver premium technology educational programs to its customers. The Campus has become a focal point of Bottle's growing client education program, that has developed a presence in 15 countries around the world. By working directly with resellers on how new technology can benefit end users, Bottle has helped to develop some of the most advanced training methods in the entire industry.

As Bottle Technology Corporation enters its fourth decade of being in business, the company is excited to take on a new and more contemporary look. **Bottle has never shied away from change, and the company's ability to embrace and utilize change to its advantage has been cited by many larger clients as a primary reason for the company's continued success.**

Company History/Background

Bottle Technology Corporation was officially launched on July 4, 1976 from the Boston, Massachusetts garage of Stanley Callen. Mr. Callen had spent 15 years working for IBM when he became fascinated with the first personal computer kits to be made available to the public. He started his business by selling personal computer kits he had developed himself to local residents. After three months, a local accounting firm placed an order for 25 units that were also to be installed, and Mr. Callen was on his way.

Prior to the accounting firm order, Bottle Technology Corporation was known as Callen Computers. But Mr. Callen changed the company name to Bottle Technology Corporation after seeing the value of offering sales, installation and service solutions all in one bottle. He soon made up some promotional bottles with his new logo and phone number on them, and gave them to local businesses as calling cards.

Throughout the 1970s, Bottle Technology Corporation grew rapidly and took on some of the earliest manufacturers in the computer industry. Bottle was even one of the early distributors of the IBM Personal Computer, which was finding its way into businesses all over the Boston area.

In 1982, a local chain of grocery stores came to Bottle Technology Corporation in need of a point of sale solution that would help the company to manage all of its records. Mr. Callen hired a team of three of the best software developers in the industry, and they developed a way that this grocery store chain could keep its records updated by using a centralized computer system that took in data from the stores by floppy disks.

Within two years, Bottle had developed a modem system that allowed each store to talk directly to the central database computer. Within 5 years, Bottle's point of sale solution was in stores throughout the Boston area.

By the late 1980s, Mr. Callen was anxious to grow his operation into something that served a national clientele. He

immediately went out and purchased a warehouse in Miami, Florida and Cleveland, Ohio to start servicing customers in those regions. The Bottle point of sale software system had evolved tremendously, and Bottle was one of the first companies to run satellite locations utilizing modems.

In 1991, Bottle Manufacturing Corporation landed deals with two large national resellers, and the company grew tremendously from that point. By 2000, Bottle Technology Corporation had satellite locations all over the country and in several countries around the world. Mr. Callen spent four years focusing on the distribution portion of the business, and the result was a roster of hundreds of manufacturers that could offer solutions to a variety of reseller clients.

Mr. Callen retired in 2007, and passed the business on to his son Roy Callen. The company has continued to grow, and it continues to see success in a variety of software development and system integration areas.

Mission Statement

Bottle Technology Corporation puts the needs of the client first. Our goal is to maintain our professional business image, and constantly bring value to our shareholders and customers. Bottle Technology Corporation values its employees tremendously. We will continue to improve our company based on the needs and feedback from our employees, and we will endeavor to offer our employees the types of professional and personal opportunities they deserve.

Products/Service Summary

Bottle Technology Corporation provides computer system integration and software development services for medium to large computer resellers and integrators. We continue to expand our operations to meet the needs of our clients, and we strive to offer the most economical solutions to every situation.

Bottle Technology Corporation generates profit through computer parts and equipment sales, software sales, software development services, custom computer design and assembly services, education services to our resellers, online and phone technical support for our resellers and white box onsite support to our resellers' clients.

While Bottle Technology Corporation works with any type of computer reseller, our major growth area is point of sale systems development and sales. We were one of the first companies to create an Internet-based point of sale product, and we have been working closely with our larger resellers to innovate online retail shopping carts. We are one of the premier system developers for large, multi-location retail store chains located anywhere in the United States. We are also starting to expand our point of sales operations to other countries around the world.

Bottle Technology Corporation is also a premier distribution partner for four of the largest barcode and point of sale equipment manufacturers in the industry. We have been involved in several product beta testing programs, and we are often the first distributor in the world to offer cutting edge barcoding equipment.

In 2014, Bottle Technology Corporation had \$18.5 billion in revenue at a profit margin of just over 13 percent. The company has not changed its marketing appearance in over 30 years, and it is time to create a look that fits the modern age. The company has decided that a new logo and an all new marketing approach will be developed throughout 2016 to coincide with the company's 40th anniversary.

Competition

Two of the prime competitors for Bottle Technology Corporation would be Avnet, Incorporated (www.Avnet.com) and Digi-Key Electronics (www.DigiKey.com).