



HISTORY OF OUR COMPANY

Palace Art & Office Supply is a local family owned and operated business. In 1949, Colonel Frank Trowbridge purchased the original store on Pacific Avenue in downtown Santa Cruz. During the early years the Colonel's mother and uncle ran the small store. After the Colonel's military retirement in 1963, he and his family moved to Santa Cruz. He took over the direct management of the store with his wife and children often serving as key, retail employees.



1407 Pacific Avenue, Santa Cruz



1501-K 41st Avenue, Capitola

In the early 1970s the Colonel's oldest son, Frank, took over the management of the Pacific Avenue store. His younger brothers, Roy and Gary, eventually joined Frank. As the office and art supply business expanded, in 1974, Palace bought another retail store in Soquel on 41st Avenue. By 1982, continued growth led to the Pacific Avenue store being moved into a new, larger downtown location on Pacific Avenue and the development of separate Warehouse and Commercial Sales Divisions behind the Soquel store.

In 1988 the Corporate Office, Accounting, Commercial Sales, and the Warehouse/Delivery Divisions were relocated to their current location on Chanticleer Avenue. The retail expansion in the Capitola mall area, combined with the population growth of the mid-county area, led to the Soquel store being moved to its present, much larger location in the King's Plaza Shopping Center in Capitola in April 1992. The Pacific Avenue store continued to recover from the Loma Prieta's earthquake effect on downtown business activity during the early 1990s; spurred on by a complete renovation of the Pacific Garden Mall in June 1993. In 2000 the downtown store had moved into a much more spacious location on Pacific Avenue



2606 Chanticleer Avenue, Santa Cruz

Created almost 30 years ago, today Palace Commercial Sales is the largest independent contract office supply dealer in Santa Cruz County. We serve over 1200 customers, from small businesses to large corporations and government agencies. Because Palace belongs to an international organization of independent office supply dealers, our multi-billion dollar buying power allows us to offer excellent pricing in an extremely competitive industry; and still provide the good, old fashioned family-style service that our customers have come to expect and deserve. Our Commercial Sales Department has access to multiple vendors and manufacturers, researches unusual and custom items, and offers regular specials and promotions. We have veteran Outside Salespeople who develop and manage our larger

contract customer programs; a customer care team who service the needs of the larger accounts and a team of business development representatives who manage and service small to mid-size customer accounts.

Palace Commercial Sales has continued to grow by acquiring the business accounts from four independent office supply companies on the Central Coast. In 2000 Office Warehouse in Hollister and Gilroy was acquired. In 2002 Palace Stationers in Monterey was purchased, reuniting the two companies after 51 years. In 2004, both Standard Stationers in Salinas and the office supply customers from OPI in Monterey were acquired. Then, in 2005, a design furniture department was launched under the name of Palace Office Interiors. Further expanding into the Monterey area, Palace Office Interiors opened a design office showroom at 512 Polk Street in downtown Monterey.

Today Palace has over 80 employees who live and work on the Central Coast. Palace has evolved greatly since the early days where two or three employees ran a \$40 a day operation. A few things, however, have remained well-known constants for Palace over the years -- *responsive customer service and great employees*. Customers and employees remain our most important assets! Today, Palace is known as far more than the social stationery and gift shop of our early days. We are the leading independently owned, art, office and design furniture company on the Central Coast of California.