

BUSINESS MARKETPLACE

Marketplace features a glimpse of Oakland County business news and notes, including corporate name changes, new products, new store or office openings, new affiliations, new positions, mergers, acquisitions and new ways of doing business. Write: Business Marketplace, c/o Observer & Eccentric Newspapers, 805 E. Maple, Birmingham, MI 48009. Our fax number is (810) 644-1314.

**JUMBO BOX**  
It was created for fast and convenient international air express in the rapidly expanding global marketplace.

And after becoming an overseas success in less than a year's time, the Jumbo Box has made its way to Oakland County as part of a product launch targeting 15 Midwest cities, including Detroit.

Available through DHL Worldwide Express, the largest international air express network, the Jumbo Box is the first product of its kind to be introduced in the fast-paced shipping industry in more than half a decade. It was built for transporting packages in the 20- to 88-pound category - for items larger than documents but smaller than regular freight.

The convenient, door-to-door service begins with a simple phone call to the DHL customer service department. Couriers operating from service centers in Madison Heights and Detroit deliver the uniform cardboard boxes and pick them up for delivery to any of the 226 countries in the DHL network.

Shipping documents, instructions, a flat-rate pricing structure and packing tips are included with the Jumbo Box, which measures 18 inches long by 16 inches wide by 13 inches deep. Delivery is expected in no more than three days.

The service allows for the shipping of a variety of items, like standard documents, high-technology samples, shippable foods, manufacturing components, paper and plastic products, and personal and household items.

DHL also offers a tracking service that allows customers to monitor the status of the Jumbo Box shipment process via telephone, computer or the Internet. Introduced in Singapore in 1995, the Jumbo Box quickly expanded to Asia, India, Australia, New Zealand, the Middle East, Korea, Taiwan and Latin America. First year sales of 100,000-plus units brought more than \$15 million in revenue.

The Jumbo Box, recognized by its flying elephant logo representing size, strength and reliability, is available by calling the DHL Worldwide Express customer service department at 1-(800)-CALL-DHL.

**BLUE CHIP WINNERS**  
Metropolitan Woman, Inc., a Southfield-based publishing magazine for Detroit-area women, and Liberty BIDCO Investment Corp., a Farmington Hills-based financing and management consulting firm, were named 1996 designees of the Blue Chip Enterprise Initiative.

The Oakland County companies were chosen for their successful and creative use of resources to meet business challenges and prosper. The Blue Chip Enterprises Initiative is sponsored by Connecticut Mutual Life Insurance Co., the U.S. Chamber of Commerce and "Nation's Business" magazine. It promotes the success of

designees by sharing their stories in an annually published book entitled, "Insights & Inspiration: How Businesses Succeeded."

**AGENCY HIRED**  
The Berlin Group, based in Bloomfield Hills, was selected to handle all advertising and sales promotion functions for Jackson-based Jacobson's Stores, Inc., which has local stores in Birmingham and Rochester Hills.

The full service advertising and public relations agency, which boasts billings of more than \$40 million, will assume marketing efforts previously handled by Jacobson's in-house department.

**SELLING ASSETS**  
Southfield-based Federal-Mogul Corp. will sell the assets and business of its electrical products to Capson Automotive, Inc., headquartered in Elgin, Ill. The sale is expected to be completed by July 31. Proceeds will be used to reduce bank borrowings. Federal-Mogul is a \$2.1-billion global distributor and manufacturer of a broad range of non-discretionary parts primarily for automobiles, light trucks, heavy trucks and farm and construction vehicles. The company operates 80 distribution centers, 129 international auto parts stores, 29 plants and four major research centers worldwide.

**25 YEARS**  
The Troy-based law firm of Kemp, Klein, Umphrey & Endelman, P.C., celebrated its 25th anniversary with 200 staff members and guests at Edgewood Country Club, Commerce Township. Chairman/CEO Ralph A. Castelli, Jr., presented awards to Sanford A. Klein and Earle E. Endelman for 25 years of dedicated service. John B. Kemp was honored for 24 years with the firm and over 10 years as board chairman/CEO. The full-service law firm provides legal representation to businesses, municipalities, families and individuals.

**GRANT AWARDED**  
Bingham Farms-based EASI Engineering was awarded a \$97,899 research grant by the State Research Fund, a program administered by the Michigan Jobs Commission.

The grant will aid in the development of a computer system to simulate sheet metal forming for the manufacturing industry. EASI Engineering will pay at least 25 percent of the total project cost. Since the early 1980s, the State Research Fund has awarded \$5 million in research and development grants to 100 Michigan small businesses.

**MEDIATION TRAINING**  
The Oakland Mediation Center, formerly The Settlement Center, 2267 Telegraph Road in Bloomfield Hills, will conduct a 40-hour mediation training session on Aug. 1, 3, 4, 8, 10 and 11. The session follows the guidelines of the Michigan State Court Administrative Office. It includes lectures, videos, audiotapes, simulations, role plays and critiques. Oakland County Professor Harvey Burdick and Oakland County Bar attorney N. Klein will instruct the session. The fee is \$250. For more information, call (810) 338-4280.

**NEW TEAMS**  
Troy-based EG&G Automotive has announced formation of a new administrative and operational team to manage the company's Ford and Chrysler business. The team will ensure cus-

tomers satisfaction and identify and develop future simulation technologies required for producing best-of-class vehicles into the 21st century.

EG&G Automotive Research and EG&G Structural Kinematic, Inc. are wholly owned sub-

siidiaries of EG&G, Inc., a global technology company that provides complete systems, as well as components to automotive, medical, aerospace, photography and other industries to government and industrial customers. **MARKET IMAGE**

Birmingham's Eton Square Market has taken on a new image under the ownership of John Shaouni. The entire store is in the midst of remodeling to accommodate a larger variety of better beers and wines in the beverage sec-

tion and a "serve and eat" hot food service for today's fast-paced lifestyles. Eton Square Market, 260 S. Eton Road, is open from 7 a.m. to 10 p.m. Monday through Friday, 9 a.m. to 9 p.m. Saturday, and noon to 9 p.m. on Sunday.

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**AMERICA'S BEST 500 COMPANIES**

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