



Caracal

A Certified Minority
Business Enterprise

Serving your supply and
service needs through long-term,
program-based contracts.

caracalcorp.com





Global Reach with a Local Touch

Founded in Detroit in 2004, Caracal serves numerous Fortune 500 companies, federal government agencies and large educational institutions through long-term, program-based contracts. We have particularly deep relationships in the healthcare, insurance and financial services industries.

Though 100% minority-owned and a qualified Tier 1 and Tier 2 diversity spending supplier, clients stay with Caracal — many for more than a decade — because of our exceptional performance as a business partner. This focus is evident in our mission statement:



CARACAL'S MISSION

To provide excellent customer service and quality products at a fair price, with a commitment to diversity and community development, while supporting a sustainable environmental future.

Known for our proactive communication and stable, strategic vendor relationships, we pride ourselves on living up to our motto each day:

Supplying everything but surprises.



100% Minority Owned



Certified Minority Business Enterprise



Tier 1 and Tier 2 Diversity Spending Supplier



Member, Minority Supplier Development Council



Partner to the Fortune 500 and Federal Government

Creating Jobs in Your Community

Caracal fosters the development of the next generation of diverse business leaders and forms strategic partnerships with supplier partners who can help us create jobs in diverse communities.

Scholarships

The Charles A. Roberts Scholarship, funded and awarded by Caracal, provides a scholarship each year to a promising Empowerment Zone candidate.

Mentoring

The Caracal Academy mentorship program works to develop the business acumen of future diverse entrepreneurs between the ages of 18 and 25.

Job Creation

More than 60% of Caracal's products and services are sourced directly from minority-owned and women-owned businesses, enabling us to accelerate job growth in diverse communities.



Our Founder

Entrepreneur. Humanitarian. Leader. Father. Coach. These are just a few of the words that describe Caracal's CEO and founder, Donald C. "Don" Roberts.

Don created Caracal after working his way through the leadership ranks at paper and office supply giants nationwide. Seeing an opportunity to deliver a higher level of service in an industry known for lackluster support after the contract is signed, Don set out to create an organization that placed a premium on the talent and tenacity of its employees.



The Simplicity of a Single Source

Caracal has carefully developed a network of suppliers renowned for their quality, speed, reliability and best-in-class pricing. These partnerships enable us to provide your organization with a wide variety of products and services — all through one relationship with Caracal.

Apparel

- Shirts
- Hats and caps
- Jackets and coats
- Uniforms
- Graduation gowns, caps, sashes, tassels and charms

Commercial Paper Products

- Commercial printing paper
- Cut-sheets and rolls
- Envelopes
- Labels
- Office paper
- Point-of-sale rolls

Consumable Paper Products

- Paper towels
- Toilet paper

Personal Protective Equipment

- Disinfectant sprays
- Disinfectant wipes
- Disposable protective apparel
- Face masks
- Gloves
- Hand sanitizer
- Portable air purifier



Print Management

- Full-scale corporate print programs
- Online proofing, ordering and tracking tools
- Robust metrics and reporting

Signs & Graphics

- Architectural and ADA
- Custom decals
- Office signage, stamps and badges
- Promotional and point-of-purchase (POP)
- Retail displays and graphics
- Trade shows and events
- Wall coverings

Warehousing & Fulfillment

- Complex kitting services
- Inventory and auto-ship programs
- Pick-and-pack services
- Secure warehousing
- Shipping and distribution



Learn More

Contact us to schedule a meeting with a member of the Caracal team.

(877) 898-2847

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Case Study

Caracal in Action: Sourcing Excellence Enables Fast Response to Pandemic

Challenge

A pharmaceutical company with more than 80,000 employees worldwide want to provide high-quality face coverings to employees to help prevent the spread of COVID-19. And, they wanted to do it fast.

Solution

Caracal quickly sourced a washable 3-ply mask with antimicrobial coating, custom-engineered the material to match the client's brand, and shipped masks worldwide with a greeting from company leaders in 14 different languages. We also provided a website that enabled friends and family members of mask recipients to purchase non-branded masks.

Working with our factory partner, Caracal fine-tuned the client's existing mask into a final product that could not be sourced "off the shelf." The combination of the new specifications and our rapid turnaround time led to the new mask being dubbed "the unicorn" by the client.

Results



COST SAVINGS

Our washable mask came in under budget and reduced the client's cost 43% versus disposable masks.



QUALITY CONTROL

Caracal's rigorous quality controls resulted in an overall return rate of less than 0.001%.



SPEED TO MARKET

Prompt resolution of complex import regulations expedited delivery to more than 90 countries.



Caracal: Our Namesake and Inspiration

The caracal is a wild cat native to Africa, the Middle East, Central Asia, Pakistan and India. Exceptionally adaptable and efficient, it perfectly embodies our approach to business.

Fast

- Wild caracals can run up to 50 miles per hour.
- Caracal the company is known for fast implementation and fanatically responsive customer service.

Agile

- When in pursuit of prey, caracals can leap up to 12 feet.
- Caracal quickly adapts to changing client needs and secures new sourcing opportunities to match.

Resourceful

- The caracal's unique ears give it extraordinary hearing, making it a highly efficient hunter.
- Caracal proactively "hunts" for strategic supplier relationships that enable best-in-class pricing, quality, reliability and speed to market.





Learn More

Start working with a business partner you can count on to supply everything but surprises.

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