



## BEHIND THE BUSINESS

*"Mississippi's economy is made up of the most creative, unique, and innovative businesses in the entire world. The Secretary of State's Office is proud to spotlight these businesses, and provide support for all ventures which choose to invest in our great State."*

*Dellunt*



### Reed's Metals

Bernard "Bernie" Reed

Guided by its founding principle of "Customer Satisfaction Guaranteed," Reed's Metals, Inc. of Brookhaven is putting a personal stamp on the metal roofing and steel building industry in the Southeast. Reed's Metals is a multi-million dollar metal provider, utilizing state-of-the-art technology and fabrication methods. Headquartered on a 20-acre site in Lincoln County, the facility produces steel buildings of any size and offers a complete line of multiple roofing panel profiles in 20+ colors with same day service on all roofing orders.



Bernard "Bernie" Reed began Reed's Metals on June 1, 1998, near Monticello in rural Lawrence County. Using a single hand cutter, he began filling roofing orders at night, the same orders he had personally acquired earlier in the day. The next day, those orders would be delivered. "I started in a tiny green shed with one employee, one forklift and \$10,000. We ordered 74 sheets of roofing materials in seven colors from Mountain Metals in Kentucky to get us going," said Reed, who now employs 70 at the company's five locations. "As we got orders during the day, we would pull the needed sheets that night and hand cut them by the headlights of a car."

Six months into his business endeavor, a customer approached Reed with the opportunity to expand his operation. "He had a 60 x 80 foot building near Brookhaven that he offered to rent to me for \$400 a month," said Reed. After moving into a more hospitable work space, business began to increase. By August 2001, Reed saved enough to acquire a structure of his own on the site of his current Brookhaven location. Reed saw his business continue to grow and, beginning in 2007, expanded his operation three times in the course of three years. In 2011, he brought in the last piece of equipment to bring the process for completing a metal building from start-to-finish under one roof - a Purlin mill.

Reed's Metals now has five manufacturing locations across Mississippi, Louisiana, Tennessee and Arkansas, as well as a design and engineering center in Columbus to assist with professional-grade custom designs. The company is a leading seller and manufacturer of metal roofing and pre-engineered steel buildings in the Southeast and employs more than 70 workers. Reed credits his success to his appreciation for his customers and attention to detail. "We don't buy business. We sell customer service," he said. Aside from the love for his customers and his passion for business, Reed also has a love for his community and fellow Mississippians. "We started poor with not much to work with, and have seen a lot of success," he said. "We just want to give back."