

# Creating space

## Filefax makes specialized, accessible storage systems to save critical floor area

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POWAY – The industrial-strength steel shelving systems that Filefax installs typically hold just what you would think they should – rows of bulging folders, piles of papers and boxes of aging business records.

But some of the Poway company's clients have special needs.

Filefax installed shelves in the library of the San Diego Natural History Museum to hold collections of rare botanical and zoological books, including a natural history text written in 1514.

In the museum's birds and mammals department, stacks of shallow drawers contain the preserved skins of all sorts of animals, such as tiny preserved bats that are the size of a baby's fist. In the paleontology department, containers hold the fossilized bones of mammoths found at local construction sites.



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Curtis Dadian is the president of Filefax, a Poway company that makes high-density mobile storage systems such as these at the San Diego Natural History Museum.

Each shelving unit rolls along a set of rails embedded in the floor. The units are pressed together when not in use and spread apart one at a time when access is needed. The system eliminates the need for permanent walking space between each stack.

“Whether it's records and information or materials that are critical to an organization's purpose, we're allowing organizations to maximize their capacity,” said Filefax President Curtis Dadian. “They are able to have quicker access to materials because they aren't stored down the street or out of state.”

The storage system at the museum created 30,000 square feet of new usable space – just more than half the size of a football field.

High-density mobile storage units also are handy to companies that, on short notice, need access to documents that otherwise would have to be stored off-site in another part of the city or even in another state.

Military clients are becoming increasingly important to the privately held company, which expects to generate \$3.5 million in revenue this year and employs 10 people, Dadian said.

A number of storage systems installed by Filefax at Camp Pendleton's armory have saved taxpayers millions of dollars that otherwise would have been spent on expanding the building, said Chief Warrant Officer David Kraklow, who oversees weapons and



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The shelving units roll on rails embedded in the floor and can be pushed together when not in use.

equipment storage at the Marine Corps base.

Camp Pendleton's armory is the largest in the corps, Kraklow said. "We have real storage problems," he said.

One system at the training base uses 25-foot-tall rolling walls on fixed tracks to hold several thousand rifles. Another has huge movable containers that store 12,000 pieces of optical equipment.

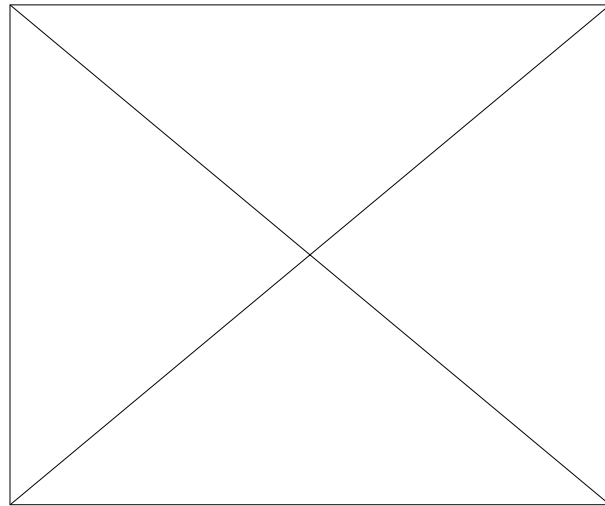
Filefax is the San Diego distributor of products made by Spacesaver, a manufacturer of high-density storage units based in Fort Atkinson, Wis. The company also sells storage supplies, such as file folders and dividers, through its Web site [www.filingsupplies.com](http://www.filingsupplies.com). Dadian, 40, purchased Filefax in May 2003 for an undisclosed amount. It was a bold move by the Torrance native, who had spent the previous 10 years working in local and regional sales for Spacesaver's main competitor, TAB.

TAB, which has a U.S. headquarters in Mayville, Wis., had made an unsuccessful bid for Filefax, Dadian said.

It wasn't the first time Dadian had scored a surprise victory.

About 14 years earlier, he was part of the University of San Diego men's tennis team that made history by winning its first Western Athletic Conference championship and earning its first bid to the NCAA national championship tournament.

He still likes to talk about his unexpected trip to Athens, Ga., in 1989 to play in the tournament. The Toreros lost in the second round of play and finished the season ranked 12th, Dadian said.



"Being in the NCAA championship, for our little school, was a big deal," he said.

The team had experienced success in the years leading up to the NCAA debut, but the Toreros had been overlooked nationally.

Head coach Ed Collins encouraged players to believe in themselves regardless of what others thought of them, Dadian said. "His approach was do things respectably and good things will happen."

Dadian said he often has fallen back on those words of encouragement in his professional career.

"I go back to the coach and the culture he created," he said. "It gives you hope."