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Family-Owned SITE X Beats the Odds to Celebrate Its 50th Anniversary

Fewer than 13 percent of family-owned firms survive into a third generation: Henderson, KY based SITE X is one such company.

HENDERSON, KY., January 25, 2011. Uniform and linen services company, SITE X, celebrates 50 years of continuous operation in January. The company has operated as a family-owned business since its founding on January 1, 1961.

SITE X, whose name is a combination of the family surname, Sights, and the word “textiles,” is currently in its third generation of family ownership – making it quite the success story when compared to the majority of family-owned businesses. Fewer than 13 percent of such businesses remain viable into a third generation^[1], and the average total lifespan of family owned businesses is 24 years, according to the Family Firm Institute^[2].

“Our size affords us a unique opportunity in this industry,” said Wes Sights, President, SITE X, “We are able to provide the owner commitment, personal service, and fair and honest pricing of a local independent while offering the purchasing power and multi-location networking of a national chain.”

The company, which currently employs 160 people throughout the Midwest, has focused heavily on investing in the most up-to-date technology in recent years. This in turn has allowed SITE X to do something quite unusual since the start of the recession: grow. The company actually saw a boost in revenue at the start of 2009, and modest growth in 2010 as well.

Among other things, the company has invested in barcode and radio frequency identification technology, automated laundry chemical injection systems, state-of-the-art embroidery and emblem customization equipment, and the latest in soil management and laundry processing equipment and systems. SITE X also strives to integrate eco-friendly processes and materials wherever possible. This has included the reclamation of heat energy from water, exhaust heat recycling, and the sorting of cardboard waste and aluminum for a 40 percent reduction in landfill waste.

“Our investment in technology has helped us provide better service through closer connections with our customers,” said Sights, “Customers are able to access information via our website, capture data and provide details such as SITRAX data, inventories, delivery information and invoices about their account.”

[SITE X](http://SiteX-Corp.com), headquartered in Henderson, Kentucky, is a leading Midwestern supplier of uniform and linen services, mats, mops, custom apparel, promotional items, screen printing, embroidery, and restroom & hygiene services. The company remains family-owned after three generations and more than 50 years of operation. [SITE X](http://SiteX-Corp.com), which enjoys a unique position in the industry, maintains a smaller relative size, allowing for a level of personalized service unheard of with its national and multi-national competitors, while retaining all the same capabilities. Visit <http://SiteX-Corp.com> for more information.

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