

Background Sheet

Beginning Overview

Founded in 2002, Turning Technologies is headquartered in downtown Youngstown, Ohio. The company began with three goals in mind: to make response technology more affordable, easier to use, and better documented so that users could easily grasp its benefits. By 2007, the company was ranked as the fastest growing privately-owned software company in the U.S. by Inc. Magazine. After beginning in a 12-by-20 foot office with three employees, Turning is now home to 200 employees, many added in the 2011 year.

Recent Growth

In 2011, Turning continued to see 20% overall growth with revenue of \$45 million. One of the contributing factors to its success included a strong international presence which saw approximately 50% growth. In order to meet the growing demand, Turning opened its first brick and mortar international office in Amsterdam. Today more than four million ResponseCards have been delivered worldwide. Products are available to purchase and rent in more than 100 countries.

Continued Innovation

Turning continues to remain innovative in the marketplace. The company has adopted an agile approach that allows for quick response to a dynamic marketplace with emerging needs. Turning readily elicits customer feedback, and takes consideration during the development process, creating products specifically designed with customers in mind. The company's upcoming product release will cater to the existing customer base and provide unparalleled resources to an entirely new group of users.



**Turning
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