



# Winholt Equipment Uses C2FO to Increase Cash Flow On-Demand

C2FO's easy-to-use platform gives companies the power to access funding faster than traditional banking. Here's how it works.

## Winholt Equipment's story

Winholt Equipment provides essential equipment to the food service, big-box retail and supermarket verticals, said Don Schneidman, the company's CFO.

Its product lineup includes stainless steel fabrication, e-commerce picking carts, material handling equipment and much more. Simply put, America's most successful retailers rely on Winholt Equipment for the tools to run their businesses.



*"C2FO's Early Pay was the perfect solution for Winholt to accelerate payment of receivables at a reasonable cost. It provided us the cash flow necessary to successfully meet the customers' orders. And as a CFO, it also provided me the tool to limit the receivable concentration risk."*

**Don Schneidman, CFO at Winholt Equipment**

## Why Winholt Equipment chose C2FO

A few years ago, one of Winholt Equipment's clients began offering early payment through C2FO, the creator of an easy-to-use, on-demand working capital platform.

With C2FO Early Pay, suppliers like Winholt Equipment give a small but competitive discount on their invoices. In exchange, their customers agree to pay immediately, speeding up payment by weeks or months.

*"C2FO's platform could not be any easier to use. I select the invoices I would like paid, make an offer, and a few days later, I have the funds in my account."*

**Don Schneidman, CFO at Winholt Equipment**

## How C2FO helps Winholt Equipment

### Quick, convenient access to capital

With C2FO, Winholt Equipment can quickly access working capital. When Schneidman requests early payment, funds show up in the company's accounts in as little as 24 hours.

That's much faster and much more convenient than convincing a bank to increase a credit line — a process that can take weeks or months.

"The turnaround time in the traditional banking world these days to get approvals for anything is crazy," Schneidman said.

### Better pricing and terms from suppliers

Because of C2FO Early Pay, Winholt Equipment is able to pay its vendors extremely quickly, which makes it possible to request more competitive terms.

"I was able to negotiate better pricing and better terms on those relationships than I otherwise would have been able to without C2FO," Schneidman said.

### Even stronger KPIs and metrics

By requesting early payment, Winholt Equipment is able to improve different KPIs, such as the length of its cash conversion cycle.

## The results

Cash flow is critical for any business, and having access to C2FO has given Winholt Equipment an on-demand way to access funding whenever it's necessary.

### Days Sales Outstanding (DSO) Reduced by 50 Days with C2FO



On average, Winholt Equipment's DSO is 50 days lower with customers who use C2FO Early Pay. Getting paid seven weeks sooner instantly benefits Winholt Equipment's balance sheet.

"The ability to bring in Early Pay invoices from some of our buyers has really been a game changer," Schneidman said.

[Discover how C2FO can help your organization access low-cost, convenient working capital when you choose, on your terms.](#)



### About C2FO

C2FO is the world's on-demand working capital platform, providing fast, flexible and equitable access to low-cost capital to businesses worldwide. Using patented Name Your Rate® technology and a suite of working capital solutions, companies can get paid sooner by the world's largest enterprises – unlocking billions in risk-free capital. C2FO's mission is to ensure that every business has the capital needed to thrive and has delivered more than \$333 billion in funding around the world. Founded in 2008 and headquartered in Kansas City, USA, with offices around the globe, C2FO is working to build a better, more inclusive financial system every day.