



When Josh Burch and Chris Langston sold their former business 40 Digits, a web development company in Springfield, MO, they began looking for new opportunities to continue their careers. In 2017, they teamed up with a third partner, Drake Hughes, to buy an existing industrial refrigeration supply business. Their strategy was to apply their experience in the online world to help modernize and revamp the business. “It was not a common move since we didn’t know anything about distribution or refrigeration at the time,” says Burch, who now serves as CEO of Keep Supply.

**Keep Supply,
Springfield, Missouri**

**President/CEO:
Josh Burch**

**Number of Employees:
90**

**FY ‘23 Sales:
31.9M**

- The company continues to expand, growing from 57 to 87 employees over the past year.
- Turnover is low compared to the industry: 16% versus 37%.
- 90% of leaders from internal promotions
- The team prioritizes hiring for culture, especially “hungry” employees who want to win.