

## OEM Wheels - Blackburn's Introduces Online Wheel Finder

*Blackburn's Hubcap and Wheel creates first of its kind online wheel locator showing live inventory. Customers can now log in and see their specific pricing and availability.*

**Jan. 19, 2012 - [PRLog](#)** -- In 1978 Jim Blackburn Sr. needed a hobby. What he chose may seem strange to some. Jim began collecting discarded hubcaps that were lost on the roads of northeast Ohio. Cleaning, repairing, and eventually selling a few drove Jim to turn his part-time hobby into a full-time commercial venture.

In 1984 Blackburn's Hubcap and Wheel was founded and quickly became a family affair. Mr. Blackburn's sons soon joined in the operation of the business when not attending to their school work or extracurricular activities. Soon Jimmy (Jim Jr.) and Torrey Blackburn caught their father's passion for meeting the needs of automotive shops and everyday drivers through the extraordinary service they provided and large inventory they kept on hand.

As the years grew, so did the business. In 2000 Blackburn's moved into a facility on Freeway Drive in Macedonia to accommodate their surge in business. This served their needs for the next ten years but that would not be the last move for this growing OEM Wheel supplier.

In 2010 Blackburn's finalized its move into a much larger facility on Roll and Hold Parkway allowing them to consolidate their warehouses all under one roof. This new facility allows Blackburn's Hubcap and Wheel to better serve their customers with quicker shipping times and larger on-hand inventories.

Their customer ordering systems have also evolved with their growth. Moving from a traditional walk-in and phone ordering system during their first couple of decades Blackburn's launched their online catalog in 2008 allowing customers to see the range of wheels, hubcaps, and accessories that they carried. Soon however a new vision was developed to increase their customer accessibility.

Launched in November of 2011, Blackburn's Wheel Finder allows customers to see a live inventory of actual on-hand OEM Wheels, hubcaps, and other accessories. By giving their wholesale customers dedicated account log-ins they were able to show specific pricing. It is a comprehensive site helping the automotive industry serve its customers best. In January 2012 Blackburn's Wheel Finder reached a new milestone seeing on average approximately 5200 visitors per month.

For more information on Blackburn's Hubcap and Wheel, Blackburn's Wheel Finder, or simply to find the OEM Wheel for your car, please visit <http://www.blackburnswheelfinder.com>.

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