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Family Business (/)

MENU

Flush with success

By Beth Braverman

The memes came first.

In late February, Juan Corzo III started seeing social media memes about how consumers were stocking up on toilet paper and paper towels as they prepared to shelter in place during the coronavirus crisis.

The memes weren't just a quick laugh for him. As the vice president of South Florida Tissue Paper, his family's firm, he wondered if the trend might lead to an increase in orders.

For a few weeks, however, business went on as usual. Then, on the morning of March 13, Juan III's assistant called to let him know they were seeing unusual order volume. The firm typically received three large orders per day. On that morning, the orders were coming in every few minutes.

"I thought 'It's happening!'" says Juan III. "The memes were true. But then all the orders came in at once."

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Juan Corzo III and his father, Juan II.

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