



Branded Merchandise • Webstores • Fulfillment

1-800-748-6150 • [www.promodirect.com](http://www.promodirect.com)





mission

your strategic merchandise, webstore and fulfillment partner

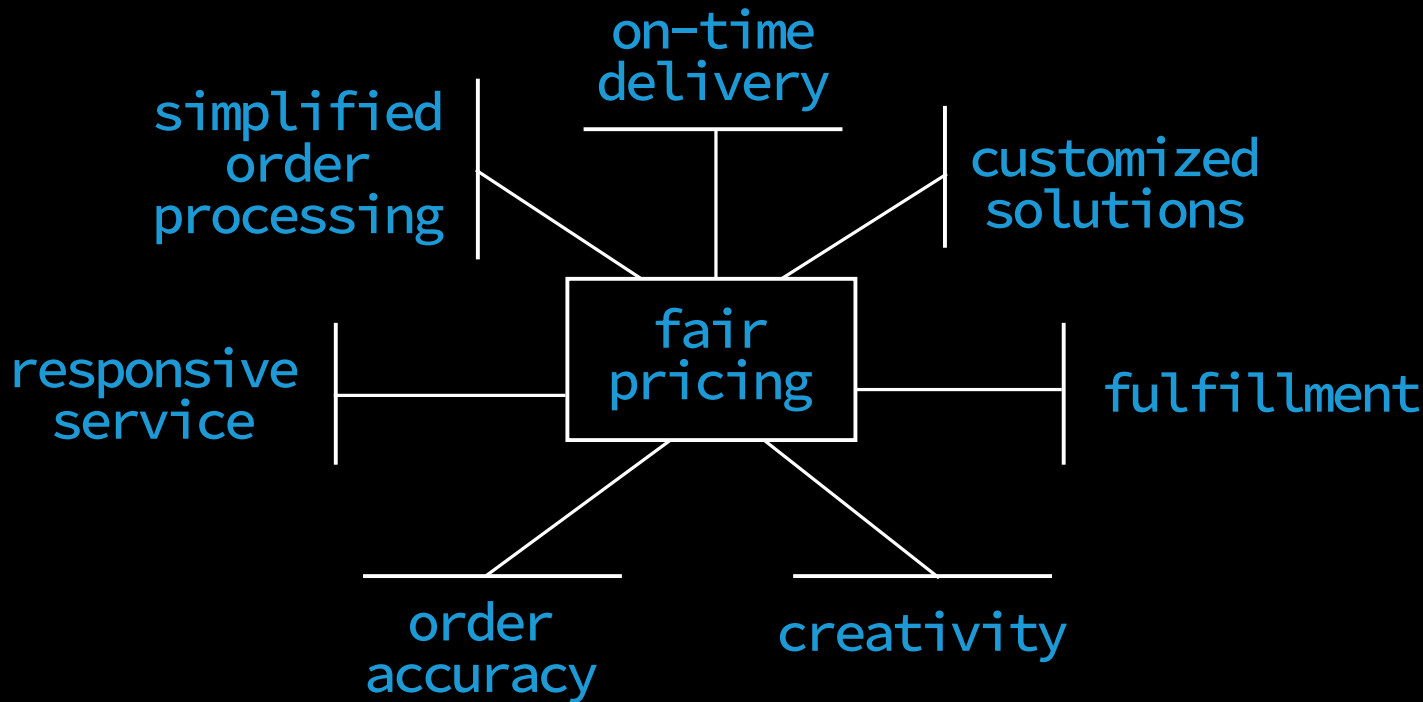
Promo Direct | branded merchandise, webstore & fulfillment



vision

a fiscally responsible technology-based solution

## value proposition

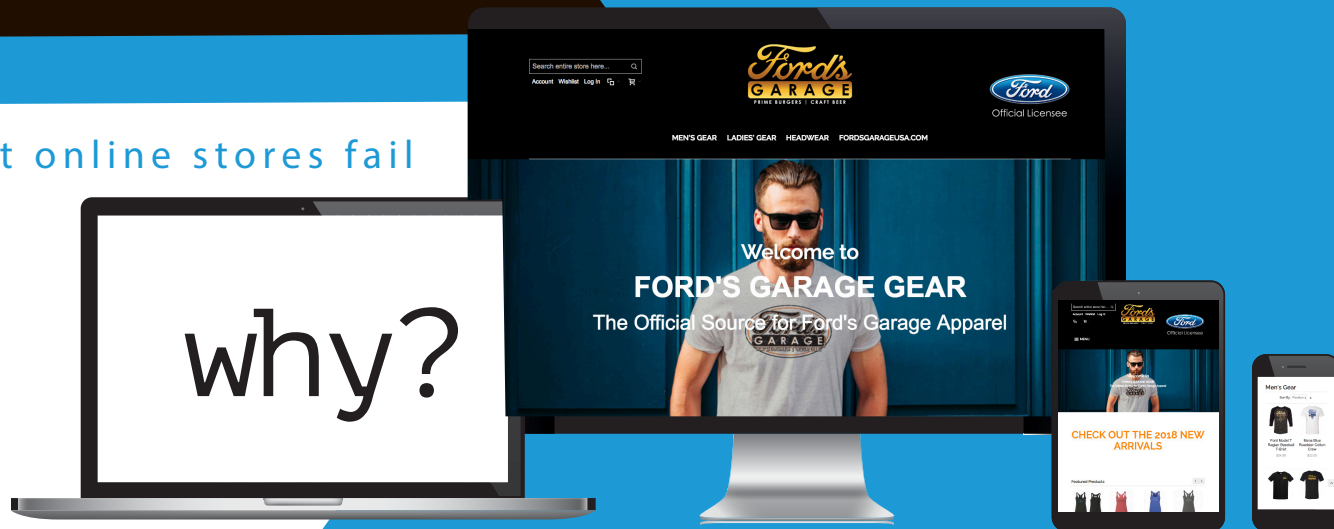




# the truth

most online stores fail

## why?



# differentiators

Fulfillment | creativity | financial

1

2

3



fulfillment



fulfillment

# our facility

New 400,000 square foot building

55% of the US – 2 day ground

Orders in by 3pm EST ship same day





fulfillment



global

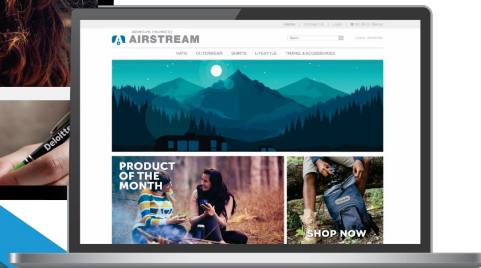
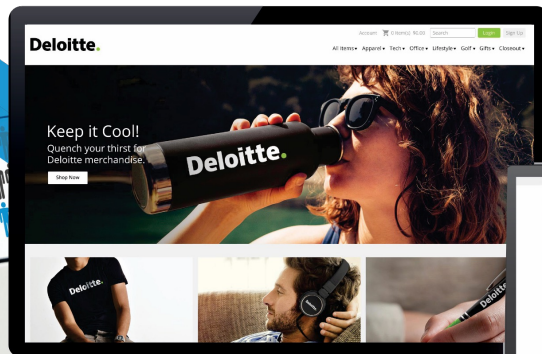
creativity

# technology

Robust capabilities

Retail looking platforms

Real-time reporting



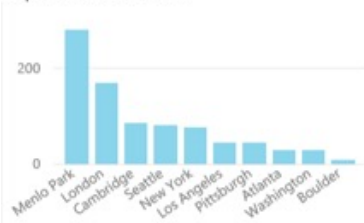
# fulfillment

APAC Spend  
**36.75K**

EMEA Spend  
**163.85K**

NAM Spend  
**945.40K**

Top 10 Cities Delivered To



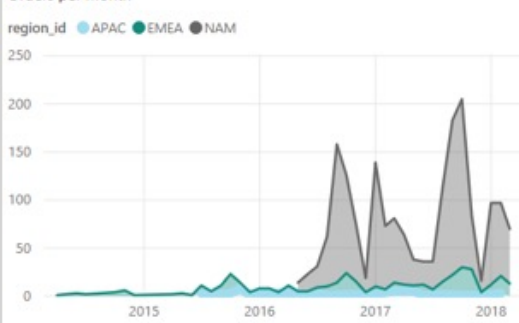
Top 10 Most Active Users



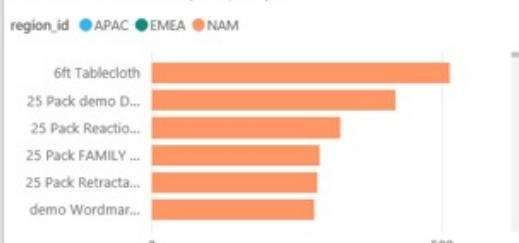
Average Order Spend vs Number of Orders



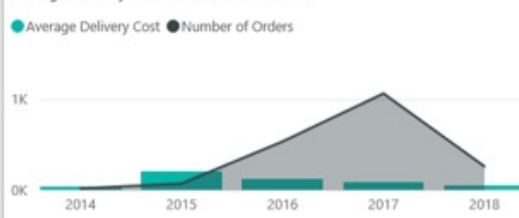
Orders per Month



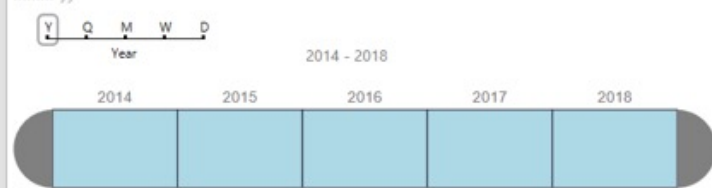
Most Ordered Products (by Frequency)



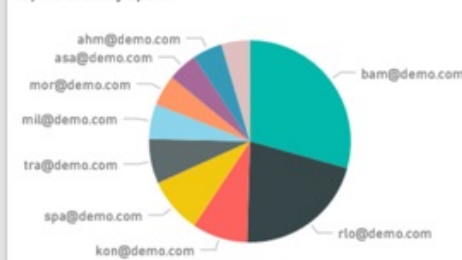
Average Delivery Cost vs Number of Orders



mmm-yy



Top 10 Users by Spend



region\_id APAC EMEA NAM



☐ APAC  
☐ EMEA  
☐ NAM

User

Search

@demo.com  
acr@demo.com  
adm@demo.com  
ahm@demo.com  
ale@demo.com

Product

Search

10 Pack Family of Brands Jou...  
10 Pack Family of Brands Jou...  
10 Pack Poster Set  
10' x 10' pop up booth  
15-in-1 Tool Credit Card Tool  
15-in-1 Tool Credit Card Tool...  
16 GB USB Swivel Flash Drive



creativity



# compliance

Brand Guidelines

PCI Compliance



Security  
Standards Council<sup>TM</sup>





creativity





# in-house decoration

fashion forward branding

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Silkscreen

Embroidery

Digital printing

Laser etching



# marketing

Drive sales & create buzz

Quarterly business review

12 month campaign

Case studies



## Deloitte Impact Day

We develop and deliver T-Shirts for initiatives that are part of Deloitte's Corporate Social Responsibility program. Interns took part in a Deloitte Impact Day at the Fettercairn Youth Horse Project in South Dublin. The hardworking and industrious interns had a great day transforming the stables by painting the internal walls of the facility including all twenty stables.





Warm up any workspace  
Shop Drinkware

Our facility and fulfillment partner has been providing services to US Bank for fifteen years. The webstore covers many internal brands and each year we ship approximately 15,000 orders



28 oz BlenderBottle®

\$9.07



CamelBak Chute® Mag 25oz

\$13.48



Double Wall Tumbler

\$4.07



Mug - Cafe Au Lait

\$4.49



Stainless Travel Tumbler

\$3.76



Stainless Tumbler with Straw

\$11.08



Mug - Speckled

\$5.70



Mug - Two-Tone

\$6.79



Stadium Cups - 10pack

\$4.82



Stainless Travel Mug

\$9.28



Stainless Wine Tumbler

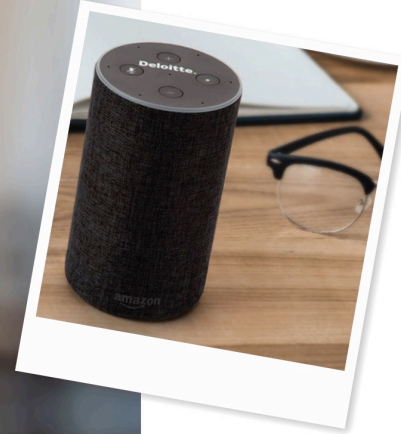
\$9.73



Water Bottle

\$0.93





What would you choose? Amazon Echo or Google Home? Our IT Team developed a microsite that offered both options to the Deloitte employees as a thank you for their hard work and dedication during fiscal year 2018. It was all hands-on deck during the month of August for the Fulfillment Team as we received 45,000 orders – 21,000 on the first day along.



World Vision works in nearly 100 countries and brings clean water to 1 person every 10 seconds. 6 kilometers is the average distance that people in the developing world walk for water – water that is often contaminated with life-threatening diseases. Thousands of participants from around the globe with walk or run 6k to bring life-changing clean water to communities in need. Participants register for the race and receive their gear packed proudly by the fulfillment team. It can include a poster, t-shirt, race bib and medal. Thousands of participants means thousands of shipments fulfilled correctly by our team.





The overall online grocery business will reach \$100B in 2025. DoorDash is the leading provider of home grocery delivery. Currently 135,000 DoorDash kits are mailed each month. Each kit contains an insulated bag and information card showing how an individual can sign-up to become a “Dasher.”

## case studies

The race must go on. We mailed 15,000 race kits with ten items to the runners so that they could run 26.2 miles in their hometowns.







Barstool is a website containing a mixture of podcasts, blogs and videos featuring sports and pop culture. This content is then transitioned and developed into apparel that is offered to millions of social media followers.

Our ability to manage the production and fulfillment of t-shirts, hats, and ugly Christmas sweaters is critical. Not many can launch a program in 8 days that consists of 700 skids of merchandise, 6000 sku's and ship 151.000 orders in a six-week period during the holidays.





# financial

Investment	Investment Value at Year end
424 963	467 459
446 211	1 005 037
468 522	1 620 915
491 948	2 324 149
516 545	3 124 764
542 372	4 033 850
569 491	5 063 675
Start at monthly	R 35 414

Can we do this?



# The On Demand Myth

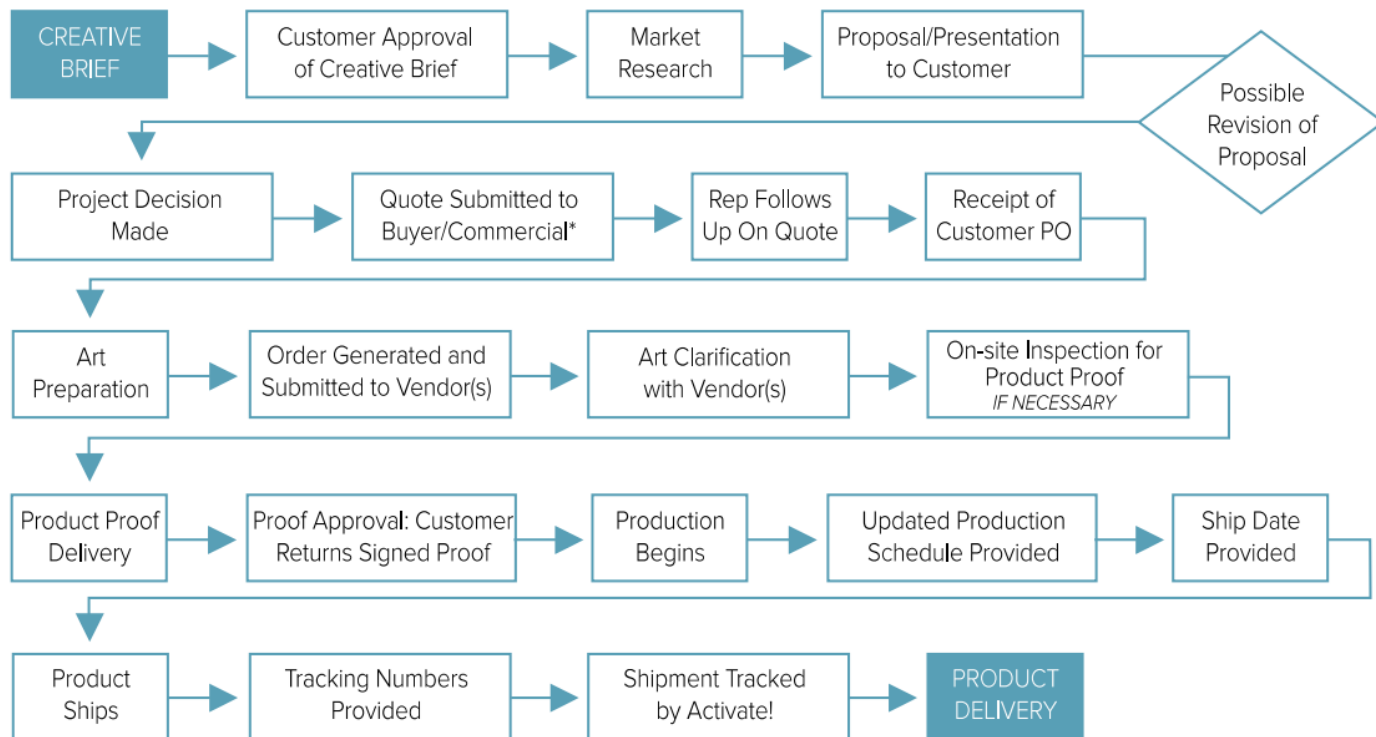
Procurement loves it but it will not deliver a good customer experience.

- Higher prices for one piece minimum.
- Increased freight shipping from multiple factories.
- Two to three-week production and delivery.

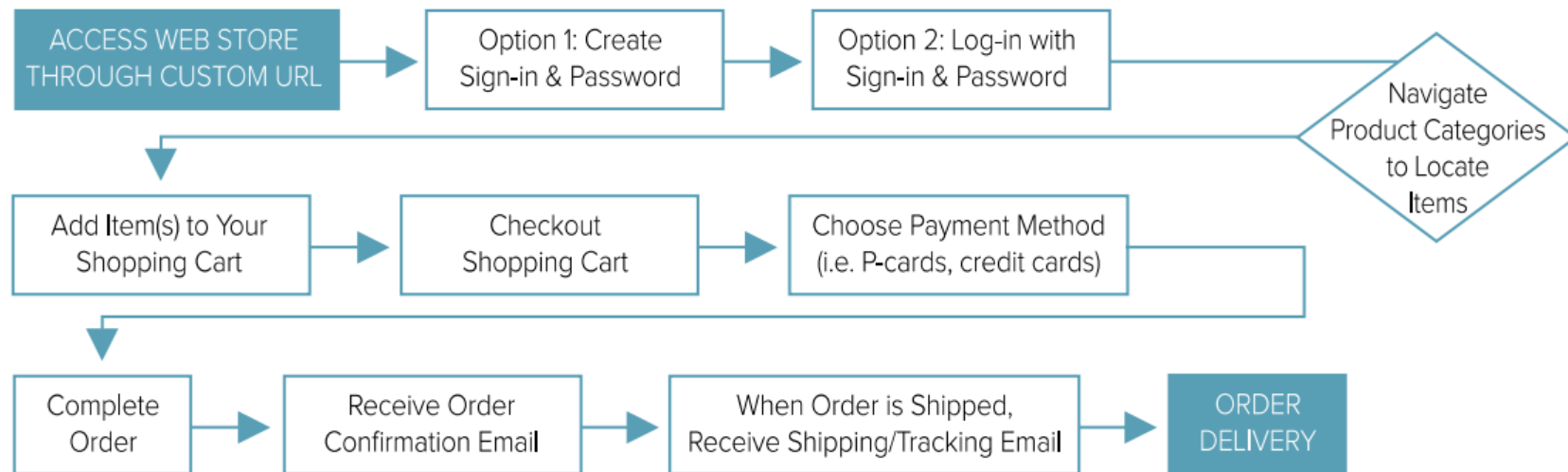




### CUSTOM LIFE OF AN ORDER



### WEB STORE LIFE OF AN ORDER





Branded Merchandise • Webstores • Fulfillment

merchandise

decoration

technology  
platform

facility

financial



It will always be about the merchandise, but never *just* about the merchandise.



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