



# ISG<sup>TM</sup>

## Independent Suppliers Group

**BECOME A  
MEMBER  
TODAY**

**A dealer group  
designed with  
your business  
in mind.**

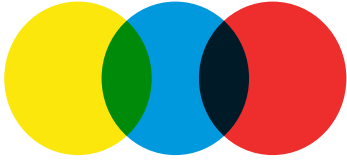


Established in 1977, Independent Suppliers Group is a powerful, national, dealer buying group with over 800 members and affiliates representing \$7 billion in combined sales. With a network of hundreds of independent resellers throughout the U.S., our dealer group's collective buying power leverages that strength to negotiate volume pricing, discounts, terms and rebates with the best quality, high value products for our members.

**Innovative Thinking. Purchasing Power.**



# TOTAL TRANSPARENCY



Independent Suppliers Group maintains total transparency through full disclosure of its financial information and is governed by a dealer board comprised of members elected annually by the group's membership. Each board member serves a 3-year term, which ensures there is a continuous infusion of new ideas. Board members meet frequently to review not only short term projects, but also discuss more strategic long term plans for the organization.



# PURCHASING



Independent Suppliers Group offers independent dealers a unique, proven method of increasing profitability through a more efficient supply chain management purchasing system. The goal of the Regional Distribution Center (RDC) model is to help dealers increase inventory turns, profitability, sales and gross margins, while decreasing working capital tied up in inventory. Over time, we have improved the model to operate at increasingly lower costs and it's now the largest, longest-running, multi-vendor direct buy program in the office products industry.

The Independent Suppliers Group RDC program features thousands of items across hundreds of brands. With a diverse offering of Office Supplies, Information Technology Products, Facilities & Maintenance Products, Break Room and Fighter Brand Products, dealers can easily build an order to achieve maximum profitability. With virtually direct-buy prices, full direct-buy manufacturer rebates, and 2-day delivery, there is no other program in the industry that offers as much value or opportunity. In addition, dealers can also take advantage of Manufacturer Direct Buy programs with full rebates by meeting their minimums and pre-paid freight amounts.

**BUY**direct   
 **SELL**brands.

## Buy Direct Sell Brands

ISG and its members strongly support the key industry manufacturers who rely on and support the independent dealer channel. As a valued reseller, customers depend on the dealers' expertise to provide them with solutions from brands that they know and trust.

**"Buy Direct, Sell Brands"** is a program designed to help members focus on selling the strongest brands in the industry and maximize direct-buy programs to achieve the strongest margins for each dealership. Many key suppliers currently participate by lowering pre-paid freight amounts, increasing speed of delivery and offering promotions and deeper discounts.

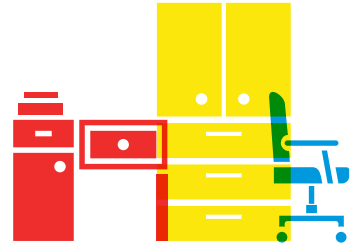


## Purchasing Tool

Find out the best way to purchase through the group by cross referencing all wholesale purchases to the items stocked in the RDC program. Members can send a standard usage report showing every item purchased, our cross reference tool (Cost Comparator) compares cost on each item. The Cost Comparator shows difference in cost, calculates usage with manufacturer rebates, sorts by largest cost savings opportunities and by most purchased items to come up with a top recommended purchase list.



# FURNITURE OFFERING



As the consumable office products market changes, office furniture is a great way to continue to be a relevant solution source for your customers. Independent Suppliers Group has partnered with over 45 of the best mid-market furniture manufacturers in the industry to give our members the tools they need to win those furniture opportunities. In addition to offering strong direct-buy programs and discounts, Independent Suppliers Group is always looking to grow the furniture offering, but not with just one range of product. We have partnered with a varied group of vendors, in price points as well as product categories.

Our vendors range from broad-line manufacturers like Global, to specialists like Eurotech and FireKing; veterans like Safco to newer innovators such as VividBoard. Our goal is to connect our members to vendors that enable them to engage with end-users not just in the office setting, but other segments as well; like Palmer Hamilton, Diversified Woodcraft, Balt or Scholar Craft for K-12, Jonti-Craft and Whitney Bros. for early childhood education, and Milestone and Ergotron for A/V, Mounting, and Ergonomic Solutions.



# FACILITIES SUPPLIES

Facilities Supplies is a major growth category for the Independent Dealer, and ISG provides 40+ vendors and other resources to help our members leverage those opportunities. The dealers that are most successful in this area share that Facilities Supplies is 15% to 20% of their top line and growing. ISG's staff is eager to use our 20+ years of industry experience help dealers achieve and surpass these goals with proven "back of house" tools and tactics.

# FINANCIAL

A dealer's return on investment through Manufacturer Direct Rebates, Wholesaler Direct Rebates, Marketing and Advertising Rebates and RDC Direct Buy efficiencies with Full Manufacturer Rebates are equivalent to or better than any other independent dealer group today.

## Manufacturer Rebates

Independent Suppliers Group pays full Manufacturer Rebates quarterly with a "true up" of other program values paid annually. Independent Suppliers Group also offers a variety of enticing incentives for new members.

## ACCESS Affiliate Fees

For smaller dealers or dealers who have never been in a dealer group before, we offer the ACCESS program, giving a dealer full ACCESS to buying group programs and services without shareholder commitments or requirements. ACCESS membership is month to month and affiliates pay \$80 a month, plus a small 1% invoice adder fee only on Direct Buy purchases billed through the group.

**Independent Suppliers Group is the highest overall value dealer group in the office products and related industries.**



## Membership Fees

For Shareholder level membership, each dealer purchases 1 common share of stock (\$1,000). The low monthly membership dues are \$265.

## Co-op Funds

Independent Suppliers Group collects co-op funds from manufacturers on behalf of its members. Members earn co-op dollars in ADDITION TO REBATES through purchases made through the group. 100% of the earned co-op is reimbursed annually to members who participate in the groups marketing and advertising initiatives.

# NATIONAL ACCOUNTS

**Accelerate your sales with EPIC's training, marketing and sales expertise.**



## EPIC Business Essentials

Epic Business Essentials is a sales accelerator empowering the IDC to diversify. Whether it's new contracts, new revenue streams, new product lines, or new taglines, EPIC has all your business needs to navigate a constantly changing market. With numerous national contracts to access untapped industries, innovative product lines help you diversify and expand, and the training and marketing to make sure you succeed, EPIC takes your sales to the next level. Gain access to new industries through EPIC's national contracts via our OrderPoint platform, or your own website.

### Federal:

- » FSSI OS3 solutions
- » GSA MAS Schedule 75-200
- » Schedule 75-220 OS4 solutions

### Healthcare:

- » Premier GPO
- » CHAMPS GPO

### Commercial:

- » Dozens of contracts nationwide
- » EPIC's OrderPoint platform for centralized ordering, out-of-area sales tax and reporting
- » Ability to use your own website to sell all programs with EPIC approval

### Public Sector:

- » Region 4 Education Service Center through National IPA
- » OMNIA Partners agreement (Formerly US Communities, TCPN and National IPA)

### Diversify with innovative, ready-to-use product lines:

- » Energy Solutions
- » Maintenance, Repair and Operations (MRO)
- » Managed Print Services (MPS)
- » Office Furniture
- » Janitorial



# MARKETING

**Independent Suppliers Group offers a variety of marketing programs designed for our members to acquire new customers, retain existing customers and grow their business. Many marketing materials are customizable for a variety of dealer needs.**



## IntelliWeb Digital Marketing Program

IntelliWeb is an innovative, full-service digital marketing program. This digital marketing solution provides dealers with access to a professional, customized website home page, email marketing campaigns with designs that will engage customers and creative blogging on social media networks that will make customers "sticky" while generating new leads. Best of all, these market-leading digital solutions are very affordable as a result of the unique program developed by Independent Suppliers Group.

## Boost Program

Boost leverages ecommerce technology for the independent dealer supporting our supplier brands, featuring:

- » A focused category search ranking on a dealers' ecommerce website.
- » Improved supplier brands visibility on dealers' websites.
- » Delivers relevant items at the customer's decision point.
- » Leverages wholesalers existing content and custom ranking functionality.

## First in Search Template

The First in Search template provides a listing of each ISG preferred suppliers' top items along with keywords and rankings. ISG members can use this list to drive incremental sales for their dealership.



## Catalog, Flyer & Email Program

ISG produces an annual catalog featuring 9,000+ sku's of Office Supplies, Office Furniture, Facilities Supplies, Breakroom and School Supplies. The catalog is available in a print version as well as a FlipShop version with click-to-cart capabilities. It includes branded products, to support our important supplier partners, with the goal of making this marketing tool the preferred "first-off-the-shelf" catalog to present to customers. Drive greater sales and greater profits for your dealership!

ISG also produces 16-page electronic Quarterly Flyers and Weekly Emails with pre-designed layouts that members can use, or customize online. The flyers and emails feature Office Products, Breakroom, Cleaning Supplies and Furniture. Increase engagement with your customers by using these great marketing tools.



## Marketing Funds

ISG collects Marketing funds from manufacturers on behalf of its members. Members earn Marketing dollars, in addition to rebates, through purchases made through the group. The earned Marketing dollars are reimbursed annually to members who participate in the groups Marketing initiatives. In order to qualify to receive Marketing funds, each member must:

- » Order 500 printed catalogs or the FlipShop edition at the full price
- » Sign up for the Flyer/Email program at the full price
- » Sign up for the Boost program



## M-Power Marketing Program

The M-Power Marketing Program provides many sales and marketing tools for members to use from our supplier partners, with new materials provided quarterly. ISG receives new product information, promotional flyers, banners, training materials and more, with many materials that are customizable for members.

ISG also produces 16-page Quarterly Flyers and Weekly Emails with pre-designed layouts that members can use, or customize online. The flyers and emails feature Office Products, Breakroom, Cleaning Supplies and Furniture. Increase engagement with your customers by using these great marketing tools.



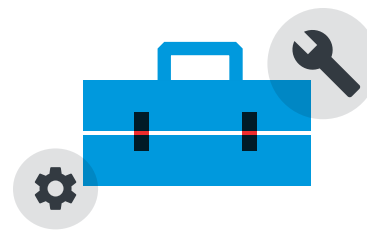
## Spark Series Marketing Webinars

In partnership with Fortune Web Marketing, Independent Suppliers Group hosts monthly webinars on the latest trends in online marketing through our Spark series webinars. Members can learn the latest information about Facebook, Google, SEO, YouTube, Blogging, Web Design and more! Every webinar is recorded and available in a library on the ISG website.



## Dealer Video & Flyer "We're Part of a Bigger Network"

A short animated video is available for all ISG members to use that explains how being part of a cooperative makes them competitive. The video also explains the importance of buying local. A dealer flyer that compliments the video describes the benefits of being a member of a cooperative, with the option to customize it with each dealer's unique information.



## Marketing Toolbox

The Marketing Toolbox is a valuable resource for ISG members, featuring a variety of marketing tools, programs and activities. These resources are designed for dealers to acquire new customers, retain existing customers and grow their business. The toolbox can provide information on important marketing-related activities that members can put to real-world use. Some common topics include best practice guides and dealer submissions that include actual strategies and examples. There's something for everyone in the Toolbox.

In addition, a variety of supplier provided flyers are available for members to use, along with online web banners that are generic and can be used at any time by any member. Check out the offering, download your selection and use! It's that simple.



## Social Media

The ISG social media library is a resource to help members by providing "ready-to-use" social media content. New content is added quarterly on a variety of topics including supplier provided product content. In addition, ISG has a FaceBook page and posts content regularly. We encourage all members to like the ISG page and share the content on your own FaceBook pages.

[www.facebook.com/IndependentSuppliersGroup](http://www.facebook.com/IndependentSuppliersGroup)

**The Facebook Marketing Group Forum** is designed for ISG member Marketing personnel to ask Marketing related questions, share advice, Marketing articles and comments. This is a closed group forum, however it's easy to request an invitation and join in on the discussion.

# OTHER VALUE-ADDED PROGRAMS & SERVICES

**ISG believes it's important to add value to its membership, which is why we offer a long list of programs and services members can utilize, many with discounted rates.**



## **UPS**

ISG has negotiated a special UPS program for members to earn rebates and discounts on all UPS services. Aggregated ISG group volume maximizes member payouts so sign up for the UPS program and start earning today.

## **SAVINGS4MEMBERS™**

### **savings4members**

Savings4members provides ISG members with access to exclusive cost savings programs with national vendors. By using these programs, members can save on products and services your dealership uses every day including credit card processing, payroll, wireless services, truck and vehicle rental, fuel, uniforms, and much more!



Advertising  
Specialty  
Institute®

### **Ad Specialty Institute (ASI)**

Your customers are purchasing promotional products... shouldn't they be from you? ASI is the largest organization in the promotional products industry. Your membership in ASI will provide your dealership with access to thousands of promotional products and best-in-class tools and resources. ISG has negotiated services with ASI to elevate your earnings!





### ISSA

The worldwide cleaning industry association, ISSA, represents thousands of manufacturers and distributors of facility supplies. Through a membership in ISSA, including a negotiated discount, your dealership has access to facilities supplies resources, marketing & sales tools, market studies, participation in their annual convention and more.



### AFFLINK & The United Group

The Strategic Alliance with AFFLINK, a leading Jan-San and packaging distributor/dealer group, creates reciprocal affiliate membership programs to afford each group's members an opportunity to enjoy the benefits of lower COGs, a more efficient supply chain and access to a multitude of marketing opportunities. All of these benefits are designed to help ISG members enter the Jan-San and Facilities categories in a more profitable and efficient manner.



Affiliation with The United Group presents the opportunity to work directly with over 200 specialized Jan-San manufacturers and distributors, as well as earn rebates for purchases through the group.



### Succession Planning Services

ISG understands the importance of keeping the Independent Dealer Channel (IDC) healthy. In light of trends in the IDC for dealers to acquire other independent dealers or for others to exit the office products business, we have created the Connections Acquisition Program. This program helps buyers and sellers connect with each other and provides tools to get the process started. The program provides confidentiality including NDA documents.

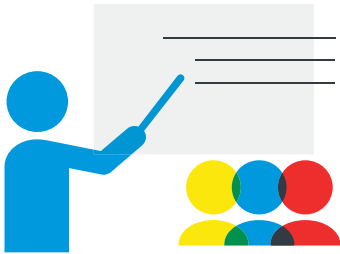


In addition, ISG has a partnership with Castle Wealth Advisors, an organization who provides personal and business financial services, with a special focus on succession planning services for independent dealers.



# TRAINING & EDUCATION

**ISG offers a variety of training and educational opportunities to members throughout the year.**



## Webinars

- » Manufacturer webinars featuring new products and promotions.
- » Quarterly webinars providing members with a "state of the union" message and financial updates.
- » Spark Series Marketing webinars featuring the latest in online Marketing trends.

## Annual Meeting Seminars

- » Training seminars offered at ISG's annual meetings cover topics such as sales training, marketing, succession planning, new product category opportunities and other relevant dealer-specific topics.

**Dealer-to-dealer networking is a very important part of ISG membership. We have many opportunities for members to engage with one another to share ideas and collaborate in this ever-changing marketplace.**

# NETWORKING TOOLS & RESOURCES

## NEXT/Young Leaders Group

It's more important than ever to engage our younger generation of dealers with one another. If you are a young leader, age 40 and younger, there are opportunities for you to get involved with other like-minded individuals.

## Industry Events

There are many industry events where ISG members can come together and engage with one another including Essendant CORE, S.P. Richards ABC, NeoCon, ISSA, and our very own PREVAIL 2019 Annual Meeting.

## Message Board

Join your fellow ISG members on the Message Board to get insight and assistance on a variety of topics that are important to your business. Pose your question and receive immediate feedback!





**As you can see,  
Independent Suppliers Group  
brings more than just a buying  
element to your dealership.  
We offer many other value-  
added programs and services  
to help dealers reduce their  
costs, increase efficiencies,  
become more profitable and  
grow their business.**



**Independent Suppliers Group**  
Innovative Thinking. Purchasing Power.

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