

eMASTERS makes print procurement *EASY!*



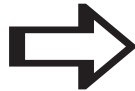
The most recognized and trusted wholesale manufacturers in our industry have combined to offer you an easy way to implement your own online print procurement solution. Online print procurement programs are a great way to add value, strengthen relationships and gain additional sales from your customers and prospects. eMASTERS makes it easy to get started.

How is the eMASTERS program different? Many times online print procurement programs are very costly to initiate, manage, and maintain. You need a saleable, efficient, and easy to manage system that can grow with you as your product offering and sales grow. eMASTERS provides you with an industry leading distributor centric procurement system in conjunction with the power of the industry's leading wholesale manufacturers. All at an affordable price with minimal set up fees and no hosting charges.

Work Flow

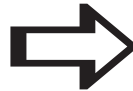
Customers:

- Place orders
- Check order status
- Run reports



Distributor:

- Process orders
- Check order status
- Run reports
- Catalog administrator
- New catalogs
 - Add/edit groups
 - Add/edit users
 - Add/edit products
- Edit product information/pricing



Manufacturing:

- Produce & ship products
- Updates order status

Custom Resale Group

Business Document Solutions



Label Solutions



Envelope & Stationery Solutions



What are the benefits to you and your Customer?

Distributor benefits:

- Develop stronger relationships
- Lock in your customer with more efficient purchasing
- Decrease administrative costs
- Manage order activity from your desktop
- Interoperable with manufacturer system:
 - Automated order acknowledgements
 - Automated ship notifications
- Expedited program setup
- Add 3rd party products
- Order process training
- Help Desk support
- Performance options:
 - Credit card processing & reporting
 - Customer Integration

Process to initiate an eMASTERS Program

- Call your regional sales manager to review your program requirements, obtain program pricing or to arrange for an eMASTERS demo
- We will then register you to have access to the eMASTERS system and provide all system training
- Distributor provides all artwork needed to set up the program
- eMASTERS coordinator sets up the program and hands it off to the distributor to launch to your customer
- Customer catalog is now ready and orders commence
It is that simple!

Program requirements

For an eMASTERS program to be cost effective we ask that the minimum yearly volume transacted on the site be equal to or greater than \$25,000. eMASTERS sites are reviewed every 12 months. Distributors with sites that are transacting less than \$25,000 in volume per year may be discontinued or be subject to a monthly hosting fee.

Distributor's program costs

- No monthly hosting fees!
- One time template set-up fees:
 - \$25 for each static template (a template that does not change)
 - \$100 for each variable template (templates where the variable information or images may change order to order)
- 3rd party products/fees – Products can be added to your site that are not manufactured by one of the companies listed on the front of this sheet. Transaction fees will apply for any orders of these products. You or your 3rd party supplier will be responsible for these fees. More information will be provided during your set up process.

Customer benefits:

- Establish and enforce corporate standards
- Increase efficiency
- Manage users
- Create concise reports
- Shipment tracking
- Repeat ordering
- Custom product catalog
- Password protected
- Custom site appearance
- Establish cost centers for internal billing
- Variable Data 1:1 marketing

Available eMASTERS products

Corporate Identity Products
Business Cards (Flat or Thermography)
Stationery
Envelopes
Memo Pads
Marketing Collateral
Digital Color Brochures and Flyers
Postcards (Mailing Service available)
Posters
Custom Labels
Press Releases
Sales Tools
White Paper
Marketing Kits
Sales Enablement
1:1 Marketing Postcards
Invitations
Newsletter Templates
Promotional Booklets
Transactional Business Documents
Checks and Forms
Pressure Seal Mailers
Integrated Products

And much more!

Let's get it started!

To get started, contact your local regional sales manager or our eMASTERS Project coordinator Kathy Kessinger at 812-981-4815.

