



# vernon

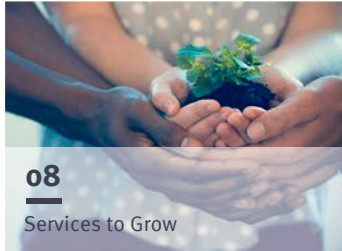
It's All About The Team



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**Welcome to the family**

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## Table of Contents

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The Vernon Company, one of the largest and most successful promotional marketing firms in North America, was founded in 1902 by F.L. Vernon. Today the company employs more than 265 account executives, supports more than 60 independent corporations representing Vernon and utilizes 135 administration and production employees from its corporate headquarters in Newton, Iowa. The company proudly services more than 25,000 customers throughout the world.



## **4 - 7**

Get to Know Vernon  
Meet Our Team

## **8 - 9**

Services to Grow

## **10 - 13**

Business Made Easy

## **14 - 19**

Technology & Tools You Can  
Use

## **20-21**

Why Join Vernon

## **22-23**

For Business Owners

# Thank you for considering Vernon!

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We'd love for you to join our team. Many of our Account Executives, from those who have been with us for several decades to corporate partners who are new to our organization, wouldn't think of placing business anywhere else. That's because we treat them like they're part of our Vernon Family. We provide all the behind-the-scenes administrative support, marketing services and technology tools that help high-performing AEs grow their business to new levels. We believe our AEs are our customers, and we strive to keep them happy by providing them with the best support & sales tools in the industry.

Since my great-grandfather founded the company in 1902, we've been a leader in the promotional products industry. Whether it's being recognized by Dun & Bradstreet for our superior AAAA1 credit rating the past 30 years, our recognition 5 consecutive times by Counselor Magazine as one of the industry's Best Places to Work, or top partnership accolades from our key suppliers, we're proud to continue to serve our Account Executives in the only way we know how; with honesty, value and integrity.

## Here are a few more reasons to consider joining us:

- *Over \$80 million in sales in 2017*
- *Top reps can keep up to 70% of profit in the first year*
- *Employee benefits or bonuses*
- *Serving multiple market channels: promotional products, graphics, print, web*
- *Sales & marketing tools*

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*If you want to learn more about what we can offer, please reach out to us for a no-commitment confidential conversation. I know you'll like what you hear!*

*At your service,  
Chris Vernon, MAS  
President & CEO*

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## Our History

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Through four generations of family ownership, Vernon has remained a leader in corporate identity. We are proud of our strong D&B AAAA1 credit rating. We are also financially strong with no long-term debt.



**135+**

Support Staff



**80M+**

Buying Power



**>25K**

Customers

# 1902

Founded by F.L. Vernon in  
Newton, IA

# 37%

Our top 25 account  
executives are up 37% this  
year.

# 19%

Of Sale =  
Average commission earned  
by our AEs.  
Plus benefits and bonuses!

## Dave Regan's Message

We all get pulled many directions when it comes to clients demanding better pricing and more service in addition to having to find ways to keep up with technologies that ensure the company and our account executives are efficient as possible.

Government regulations add a whole other layer of burden that business owners must keep up with today.

We see many promotional products owners and salespeople coming to the realization that they cannot keep up or that they do not have the desire or energy to do all that is involved to stay up to speed. They feel that the fun has gone out of the business. They are coming to companies like The Vernon Company to take advantage of financial, marketing and technology support and resources. Some just want to get back to doing what they do best, selling!

If any of these scenarios describe thoughts that have crossed your mind perhaps you should give us a call to chat. The Vernon Company is a leader in the promotional products industry with annual sales of \$80 Million. We are a fourth generation family-owned business that truly cares about our people.



Call us today to see why our account executives love Vernon.

# New Hire Information

I warrant and confirm that the information given in the loan application form is true and correct and I/We being used to determine my/our credit responsibility. You are authorized to obtain any information you are entitled to this application from any sources to which you may apply and each source is hereby authorized to provide such information. You are furthermore authorized to disclose, in response to direct enquiry or credit bureau, such information on my loaning account as you consider appropriate against and save you harm from any and all claims in damages or otherwise arising from the use of the information also authorized to retain the application whether or not the relative loan is made.

Home Address	City	<input type="checkbox"/> Mr	<input type="checkbox"/> Mrs	<input type="checkbox"/> Miss	<input type="checkbox"/> Other
Occupation	City				
Employer Telephone	City				



# Meet Some of Our Sales Support Team



**Dave Regan, MAS** / VP Sales & Marketing

Joined the industry in 1989.



**Brad Lundquist** / Senior VP Operations

Joined the industry in 1991.



**Sharla Elscott**  
Director of Sales

Joined the industry in 1982.



**Vicki Palm**  
Director of Marketing

Joined the industry in 1999.



**Tony Oberman** / VP Graphics Operations

Joined the industry in 2008.



**Joe Stocker** / VP Finance

Joined the industry in 1996.



**Andrea Smith**  
Industry Relations Manager

Joined the industry in 2008.



**Stephanie Critchfield**  
National Sales Manager

Joined the industry in 2008.



**Pat Patton**  
Eastern Reg Mgr

Joined the industry in 2018.



**Jack Miller**  
Western Reg Mgr

Joined the industry in 2018.



**Shannon Bergman**  
Administration

Joined the industry in 2000.



**Jodi Foster**  
Mktg & Training Coord

Joined the industry in 2013.



**Sandy Zeka**  
Credit Manager

Joined the industry in 1977.



# Unique Services Created to Help You Know and Grow Your Business

Vernon offers marketing tools that will make growing your business easy! Whether it's an account retention program where we target your customers who haven't bought from you recently, or an account penetration program where we show customers who have bought a certain product from you for years what else we have to offer – we can make sure that you stand out to your customer.

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“Our long-standing relationship with Vernon has been built on mutual trust, integrity and a strong partnership.”

*~ Jonathan Isaacson, President, Gemline*

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# Know Your Business to Grow Your Business

Vernon utilizes a thoroughly vetted network of preferred industry suppliers. With thousands of industry suppliers to choose from, developing a portfolio of reliable, trustworthy suppliers is critical to the overall success of a distributorship. Specifically, establishing a Preferred Partner Program sets expectations, encourages accountability, reduces order risk, strengthens the business relationship and increases efficiencies in a number of areas.

The goal of our Preferred Partner Program is to maximize service, price and support by creating advantages for both the supplier and the Account Executive to participate.

About 80% of Vernon's overall business is funneled to approximately one hundred of the industry's best suppliers.

Benefits of our Preferred Partner Program:

- Superior Service
- Marketing Support
- Exclusive Promotions
- Special Pricing
- Strong Partner Relationships
- Better Programs

TOP 10 PRODUCT CATEGORIES	%
Apparel – Non-Headware	19.96%
Bag/Luggage/Cooler	8.71%
Household/Health/Personal Care	6.75%
Headware/Caps	6.55%
Drinkware	6.33%
Calendars/Paper	5.68%
Writing Instruments	5.63%
Signs/Graphics/Displays	5.24%
Childrens Toy/Plush/Games	2.87%
Desk/Office	2.75%

TOP 5 NICHE MARKETS
Food & Beverage
Manufacturing & Engineering
Healthcare
Finance & Insurance
Education & College

**“Programs and online stores are attractive because they strengthen the client customer relationship. A successful program introduces some efficiency into the relationship and makes it easier for the client to do business with you.”**

*~ Patti Burns, Owner, PJB Designs & Vernon Account Executive*

## Grow with us. Let's Work Together.

Our Preferred Partner Programs ensure that our vendors are committed to protecting brands and supplying clients with safe, tested and approved products. Under our product safety guidelines, we require safety documentation validating every suppliers' product safety compliance and ensures that they are reputable and following national and state regulations.

Working with preferred supplier partners protects the client, their brand and the end recipient.

Product safety is all about trust.

Everyone wants to make it easy to do business with them. Vernon Account Executives have the ability to create a completely custom program for their customers. This helps to lock-in that business and helps solidify the relationship between the customer and the Account Executive.

Why do customers love Vernon's corporate programs?

- Online company stores
- Offline programs which may incorporate printed catalogs, order forms and physical product displays
- Custom marketing solutions
- Warehousing and storage
- Inventory management



Just about anywhere. Open sales territories allow our Vernon AEs to sell to anyone in the US. and around the world. And with our Account Protection program, you'll never be in direct competition with another Vernon rep.

# Where can you get your sales on?



All company, product and service names; logos; and brands are property of their respective owners. Use of these marks, names, logos and brands does not imply endorsement.



# Uniquely targeted programs

## E-Mail Marketing

- Vernon Value of the Week is a weekly email delivered to clients featuring specific products and it is personalized for the Account Executive.
- Get Your Brand On Newsletter is an educational email sent to customers and serves as another touch point between the client and the Account Executive.

## Direct Mail Marketing

Product Catalogs produced in-house can be personalized and sent to clients. These include specials catalogs, headwear catalogs and calendar catalogs.

## On-Demand Marketing Programs

We help create new or build on existing customer relationships through catalog mailings, direct mail and much more! These turnkey programs are designed to help you send customized direct mailings to clients and prospects, including sales aids, catalogs, flyers, etc. You can even include a personalized letter or greeting business card and mail out to as many or as few customers at a time as you would like.

## Artwork Services

Vernon provides Account Executives with creative services for creating artwork for promotional orders, as well as layout or design for print, through a partnership with Idea Custom Solutions and several smaller graphic design companies. Vernon even helps subsidize some of the cost.

## Self-Promotion Services

We've got what you need to create or expand on your local marketing efforts:

- Trade show support materials to ensure that your event display showcases a professional look
- Vernon BrandExpo events in which top clients are invited to a local market, private tabletop show with a number of our best suppliers to see, touch and feel the latest and greatest products available
- Preferred supplier special offers and discounts on self-promotion products
- Online store for Vernon branded merchandise and marketing materials

# Business Made Easy

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“We have a great team, and with Vernon’s recent investments in technology, we are more efficient than ever!” – *Vicki Cunningham, Vernon Order Department*

## Pre-Sales

Get product information, pricing and ideas from the experts in our Pre-Sales Department. Our team of experienced industry support professionals are available to help Vernon Account Executives find just the right product at the right price for their customer.

## Order Department

This busy department ensures that orders are entered accurately, checks to see that all necessary files are included – like artwork – and gets the completed orders to the supplier within two hours on average. The order department also calculates the commission to be advanced to the Account Executive for each order.

- Audits all orders
- Advances commissions
- Handles artwork issues

## Customer Service

At Vernon, Account Executives are our customers! Our Customer Service Department serves a vital role in keeping Account Executives happy by managing orders and addressing issues. This department is on the front line handling AE inquiries and any problems that arise after an order is sent to the supplier.

- Checks on order delivery status
- Order adjustments, changes or cancellations
- Manages the proof approval process

“What’s great about Vernon is knowing that they’ve got my back when I need them.”

~ *Sue Moore, Vernon Account Executive*

## Credit and Collections Services

No order is too large with Vernon. We finance every order, so our Account Execs aren’t burdened with having to worry about bank credit lines, and cash flow is never an issue. In fact, our D & B credit rating and ASI Credit Connect score are outstanding. So much so, that 99% of all Vernon orders are accepted on open account terms in which we invoice the customer. This makes it easier for our Account Execs to sell. Customers order and are invoiced after they receive their goods and are 100% satisfied. Plus, our strong supplier relationships and credit rating rarely means that suppliers ask us to pre-pay for an order, but if they do, Vernon Account Executives don’t worry, because we have them covered. Plus, we allow up to 150 days for clients to pay us before we charge back the amount of the commissions that was advanced to the Account Executive. Vernon is responsible for the supplier payment.

Our support area is staffed by experienced industry professionals.

What does low staff turnover mean for our Account Executives?

- Consistency
- Knowledge
- Experience
- Expertise



# PRODUCT SAFETY

## Yes. It is that important.

We care about the products that we sell to customers. For the last few years, Vernon has been at the forefront of the product safety issue – working in collaboration with others as part of the PPAI Product Responsibility Action Group (PRAG). Today, Vernon works closely with PPAI to educate you on the latest updates from the Consumer Products Safety Administration. We strive to not only ensure the safety of the products we sell, but that we’re working to safeguard the brand reputation of our customers.

### Safe Suppliers

Over the last year, Vernon has taken several steps to guarantee product safety, including implementing a “safe supplier” strategy that requires our Preferred suppliers to agree to comply with CPSIA guidelines. We’re currently working towards getting other suppliers to agree to the same standards. We’ve also identified a number of suppliers that are pre-approved for Custom Import projects. Partnering with suppliers that you know and trust has to be the cornerstone of any company policy that is aimed at providing clients with safe products that both promote and protect their brand!

Most recently, we enhanced our order entry system to

flag those orders that may pose a particular product safety concern. Specifically, we are taking special notice of any children’s products, jewelry, ceramic mugs and other items that may be a concern. We review them closely to see that we are doing everything in our power to ensure that they are SAFE and legal to distribute.

Why is safety a top priority for us? We want to protect the product recipients, our customers and their brand reputations, our Account Executives and ourselves. Not to mention, compliance is the law, and it’s the right thing to do.

### We’ve Signed the Code of Conduct!

We believe we must not only meet the expectations of our customers and consumers, we must exceed those expectations. To that end, we have adopted standards for the safety, quality and integrity of our products and processes and we are committed to respecting the rights of individuals and protecting the environment. We are dedicated to complying with all applicable laws and to conduct business in an ethical and responsible manner.

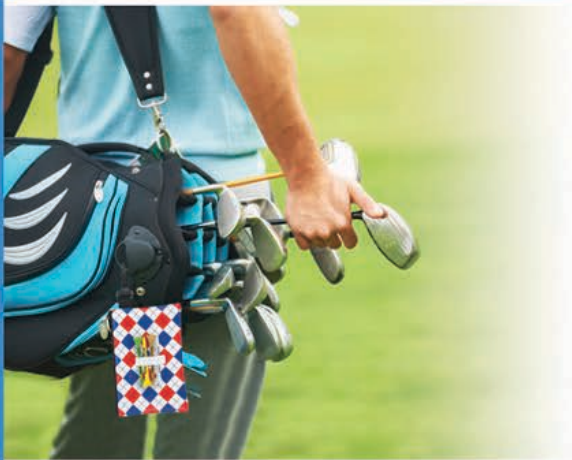
“Vernon’s Protect Your Brand program was a critical part of my presentation to a national law enforcement association. They really didn’t know much about product safety issues, and when we informed them of the process Vernon takes to keep them safe from illegal products and practices they were very impressed. This was a huge reason why they chose to partner with Vernon.”

~ *Brian Packard, Account Executive*



“Our promise to you and your clients is that we protect your brand like it was our own.”

~ *Vicki Palm, Director of Marketing*



# Start Your BRANDING With A Swing



Vernon Website

# Technology Tools You Can Use

Technology is the heart of business today. Vernon's technology is an ideal solution for your business. We combine customer-facing solutions like virtual store fronts and a proprietary 24-hour order-entry platform with back-end solutions like automated marketing tools. Our business intelligence module literally knows what your clients want to buy before they do. Without access to this data, your company might as well be on life support.

Vernon Value example

## VERNON VALUE

### Auto Phone Mount

100 pc minimum was \$5.68

on sale

# \$3.52

ea.

38% savings!

phone not included



Price includes 1-color, 1 location imprint. Add \$40.00 set up charge. Offer valid 6-19-17 through 7-03-17. Please use promo code APM



“Vernon’s cutting-edge technology provides a strong platform for me to engage my clients more effectively.”

- Nicole Van Vleck, Account Executive

### AccountPro Example

The screenshot shows the AccountPro web interface. At the top, it says 'BROUGHT TO YOU BY vernon'. Below that are navigation tabs: 'Order Items', 'Extra Charges', 'Order Info', 'Upload Files', 'Ad Copy', 'Refer to Prev. Order', 'Order Preview', and 'Save & Exit'. A message reads: 'To be able to Submit your Order please provide ALL required information on Order Items, Extra Charges & Order Info pages.' The 'Other Order Form' section includes fields for 'Supplier', 'Decorator', 'Size', and 'Qty'. There is a table for 'Item No', 'Item Description', and 'Item Color'. Below that are fields for 'Color', 'Method', and 'Location' under the heading 'Decoration/Imprint:'. At the bottom, there are pricing fields: 'Net cost', 'Decor cost', 'Subtotal Net Cost', 'Subtotal Dec. Cost', and 'Selling Price'. A summary table on the right shows: 'Total Net Cost: \$0.0000', 'Total Decoration Cost: \$0.0000', 'Total Cost: \$0.0000', 'TOTAL: \$0.0000', 'Profit: \$0.0000', and 'Profit (%): 0 %'. Buttons at the bottom include 'Submit & Copy', 'Submit Item', 'Clear Form', and a '[ Back to TOP ]' link.

### Personalized Website

Grow your sales with your shopping-savvy customers by promoting your personalized website. Similar in format and layout to Vernon’s consumer website and featuring thousands of the best products from our Preferred Supplier Network, Account Executive websites incorporate direct contact information for customers to reach the Account Executive.

### Vernon Emails

Vernon email addresses are offered to all Account Executives and help give a professional look to their email.

### AccountPRO Order Entry System

Remember the days of hand-writing your orders or even faxing them to suppliers? Those are distant memories for Vernon Account Executives. More than 15 years ago, we invested in an online order-entry platform that makes ordering product and tracking orders easier than ever.

Here’s what Vernon’s powerful AccountPRO system does:

- Supplier database with key account information and e-flyers
- 24/7 Order Entry platform
- Order Tracking and History
- Quote Forms
- Unique reporting capabilities
- And so much more!



More technology services than ever before.

### ESP

Vernon Account Executives utilize ESP Web, an internet-based system from ASI, for quick and easy product searches and pricing information. It’s the most accurate, up-to-date and comprehensive product search tool in the industry. With a sliding cost structure, the monthly max. fee for ESP Web is just \$20 – and AEs selling more than \$500,000 a year get ESP Web for free!



Powerful tools at your fingertips.

## Tools You Can Use

Programs and online stores are attractive because they strengthen the client customer relationship. A successful program introduces some efficiency into the relationship and makes it easier for the client to do business with you.

### Reports and Data Mining

Now more than ever, people want to access customer and prospect data. Whether they're wanting to do some targeted prospect marketing or reach out to customers who have purchased at specific times during the year, Vernon Account Executives rely on regular reports for updates on which customers are buying what, when. The company recently invested \$3 million in new technology to help our AEs make better selling decisions.

### Digital Sales Catalogs

In addition to the printed versions of Vernon's Seasonal catalogs, we also make digital versions available. These can be personalized with AE contact information and sent via email to customers or prospects or included in the AEs email signature.

### Vernon Exclusives

If you're looking for something a little bit different that your competition can't offer, look no further than our exclusive products. With Vernon, you're not limited to the same products everyone else has, because we manufacture and import our own exclusive product lines that have been developed with your customer in mind to help them stand out and get noticed.

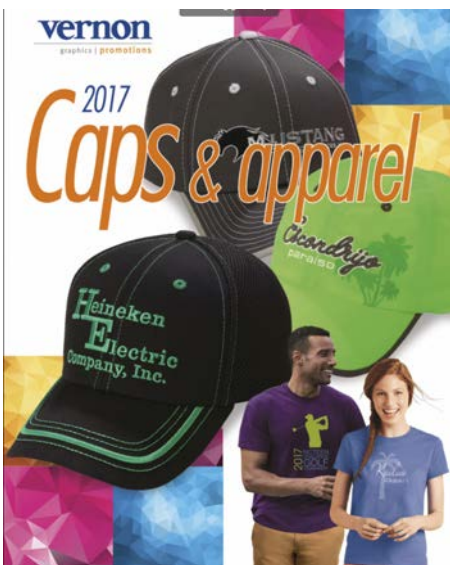
### Calendars

A collection of unique, one-of-a-kind calendars you can't buy from any industry supplier. We offer every theme and style imaginable, plus the option for your customers to create completely custom calendars to help market their business.

### Headwear

Through a unique partnership with some of the best headwear manufacturers in the world, Vernon-exclusives offer unlimited options for nearly every customer. Exceptional value, premiere quality, trendy styling, and unlimited options...those are the hallmarks of our line.

Our sophisticated programs offer management tools that monitor budgets and prevent customers from spending more than allowed.



*“Aligning my business with Vernon allows me to run my business my way. They support me when I need them and offer tools that have really helped me grow our sales.”*

*Joanie Payne, Owner of JP Promotions*

# Expand Your Product Portfolio:

## SELL GRAPHICS

Vernon is the only promotional products company that also manufactures a multitude of different types of graphics. Just think— whether you have a local customer opening a new store, a large hospital going through a rebranding or a mid-sized transportation client with a fleet of 30 vehicles - the possibilities are endless. We also have vast production and fulfillment capabilities at three manufacturing locations in the United States.

*With Vernon's three strategically located facilities, no project is too big or too small.*

### A Case for Graphics

In 2014, a Vernon promotional Account Executive with the company since 2008, was looking for creative ways to grow his business with a major alcohol brand located in the South. Vernon's sales management thought it would be a great idea to invite the customer – and the Account Executive – to Vernon's corporate headquarters to learn more about the client's marketing and promotional needs while showcasing everything Vernon had to offer.

The two day meeting was a resounding success. Not only did the promotional sales for the company grow exponentially, but Vernon now hosts an online company store for the liquor manufacturer and has expanded sales beyond \$1MM annually. In addition to meeting the team servicing the account, the experience was beneficial for the client as she was able to see firsthand some of the manufacturing capabilities of the pros at Vernon Graphics. Since that initial meeting, Vernon Graphics has been the producer of the company's in-store retail displays that are swapped out seasonally.

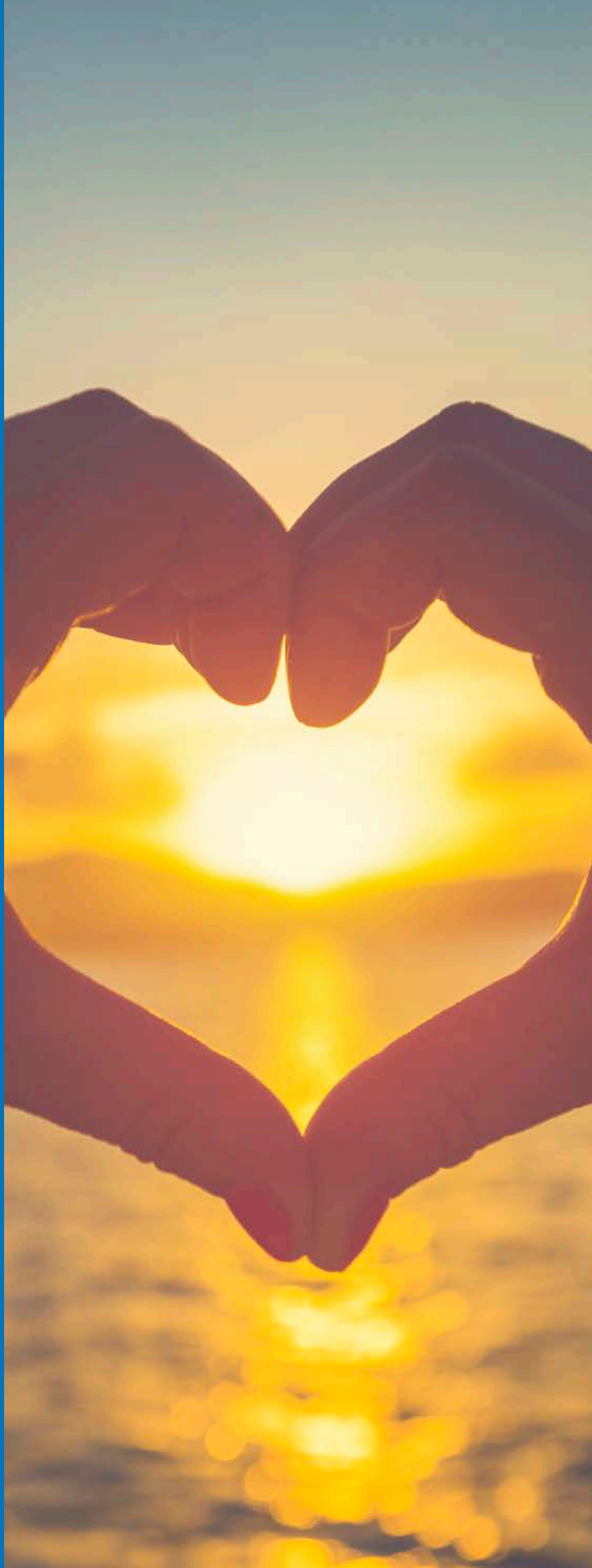
It's just one of the many great examples of cross-selling to customers using promotional products and graphics – and it's only possible through Vernon.

Your customers are already buying graphics for their business.

Why not buy them from you?

#### Graphics in Demand

- Fleet Graphics & Vehicle Wraps
- Point-of-Purchase Graphics
  - Custom Decals
  - Backlit Graphics
- Large-Format Graphics
- Custom Signs & Displays
- Window & Floor Graphics



# WE WANT YOU TO BE HAPPY

In general, we're not big fans of non-compete agreements. Instead, we take an alternate approach – to service and support our Account Executives so they WANT to stay with us, rather than forcing them to stay where they're not happy. We believe that it just makes good business sense.

FUN FACT: Vernon AE Top 10

Average age is **44.7**  
years old.

**Additional benefits for employees include:**

Group Health Insurance benefits

401K + match

Life and AD&D Insurance benefits

Social Security and Medicare benefits

William F. Vernon Scholarship Program

## What works for you?

Vernon will work with you to help determine the model that works best for you – either joining us as an employee or aligning your business with us as a Corporation. We know that no two situations are alike – and we care about what might be important to you.

During our initial discussions, we may ask what you need to ensure that any new partnership is successful. Here are a few questions to consider:

- What is your current annual sales volume? What about your GP%?
- Is health insurance an important benefit for you?
- Would you like to participate in a 401k plan?
- Are you currently an employee, independent rep or company owner?
- Where would you like your business to be in the next 5 years?

Your responses to these questions and others should help direct you to the option that is best for you.

Trust that whether you opt to be an employee or want to keep your company name and join Vernon as a corporation, Vernon will still provide you with the same level of customer service, sales support, technology tools and marketing services to help you grow your business.



# Why Join Vernon?

1. Order financing – We have the ability to finance EVERY order – no order is too large!
2. Fabulous marketing and prospecting tools you often can't get – or afford – on your own.
3. Be more efficient – and free up some time to sell more or to just enjoy life more.
4. Be part of a TEAM and enjoy a sense of comraderie. Lots of people are simply tired of being a one-man band with no support or people to share ideas with.

Vernon believes that life is about LIVING. It's about being happy and content at work and at home. It means being recognized and rewarded for your knowledge and accomplishments. That's why we offer so many great benefits that reward all parts of your life: financial, health, professional and social.

See why so many people choose to join – and stay with – Vernon.

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# More to Love at Vernon.

## National Sales Meetings

We know that great success requires a great foundation. That's why we offer several sales meetings throughout the year, including our annual National Sales Meeting. It's three days of educational sessions, networking, supplier Up Close & Personal presentations, a tabletop show with 70+ Preferred Suppliers and so much more. The national sales meeting is an invaluable tool to help you grow your business.

## Vernon Incentive Trips

Once you've been on your first Vernon incentive trip, you'll never want to miss another one! The first-class accommodations and the camaraderie will inspire you to greater success all year. Whether it is held in conjunction to the annual National Sales Meeting or it's a separate trip held at an international locale, Vernon Incentive Trips are not to be missed! Be sure to ask your Regional Sales Manager for qualification details for the next Incentive Trip.

# We Treat You Like Family

How do you know if you would be a good fit for Vernon?

Let us put together a comprehensive compensation analysis comparing your business today vs. where you could be with Vernon. It's completely confidential and definitely worth taking a look at.

## 3 Steps to Getting Started



In the meantime, here's what we'll be doing for you:

- Assign a sales number.
- Establish credit for your top accounts.
- Send your customers a letter (co-written) with current sales catalog. Vernon pays mailing costs.
- Upload your accounts into AccountPRO.
- Arrange for ESP Online, Idea Custom Solutions account (artwork tool) and UPS CampusShip account.
- Send news release locally and to industry (if desired).

# For Business Owners Only

Aligning your business with Vernon can be hassle-free. We've learned from experience that to meet your needs, the model for working together must be as unique as your business.

## Did you know that We Buy Companies?

We believe that the relationships you've cultivated are worth something. How much?

Let us put together a comprehensive business analysis to compare your business today versus where you would be with Vernon marketing and financial support.

## Representing...

In local marketing efforts, corporations can choose to show the connection to Vernon in other ways.



## Powered by...

Many corporations choose to use "Powered by Vernon" along with their own company name and branding to show that they have partnered with us.



## We're Flexible

We understand that most distributor owners have invested a lot of blood, sweat and tears into their businesses.

- Have your own salespeople?
- Have your own support people?
- Want to keep your company name?
- Like the website you're using today?

We get it, and we will work with you to ensure that your business needs are being met.



*"It took me a long time to align my successful business with Vernon. Now I regret waiting so long." ~ Lisa Marks, On Your Marks owner & Vernon Account Executive*



# Powerful Marketing for your Corporation

Partnering with Vernon gives your business the boost you need to reach more customers and prospects than ever before. We've thought of everything, and it's all personalized for you.

- Custom dashboard and reporting
- Personalized invoices send to your customers with your logo
- Customized website with your corporate logo
- Weekly and monthly email marketing programs, including the Value of the Week and the Get Your Brand On e-Newsletter
- Personalized Sales Aids
- Business cards with your logo that reflect your relationship with Vernon

ON YOUR MARKS targeted brand promotion www.onyourmarks.com

Lisa Marks 402.450.5529 lisa@onyourmarks.com www.onyourmarks.com

powered by: **vernon** graphics | promotions Get Your Brand On™

Promotional Advertising and Branding Ideas from Vernon Graphics & Promotions

**VERNON VALUE** Digital Kitchen Scale 25 pc minimum was \$17.65 **18% savings!** on sale **\$14.33** ea.

Price 1-color, 1 location imprint. Add \$55.00 set up charge. Gift box included. Offer valid 1-29-18 through 2-12-18. Use promo code W17.

72 pc SALE \$2.90 15 oz. Campfire Ceramic Mug Additional charges may apply. Click for more info.

150 pc SALE \$3.06 Steam-In™ Container Additional charges may apply. Click for more info.

50 pc SALE \$8.35 Colored Poly/Cotton Twill Apron Additional charges may apply. Click for more info.

We're cooking up some great deals with the Digital Kitchen Scale, now 18% off for only \$14.33 (25 pc minimum). Add a little flavor to your brand with the 15 oz. Campfire Ceramic Mug, the Steam-In™ Container and the Colored Poly/Cotton Twill Apron. Offer expires 2/12/18.

STAY CONNECTED: LIKE US FOLLOW US FOLLOW US READ OUR BLOG

Vernon Graphics & Promotions | One Promotion Place | Newton, IA 50208 | 641-792-9000

## Business Card Example



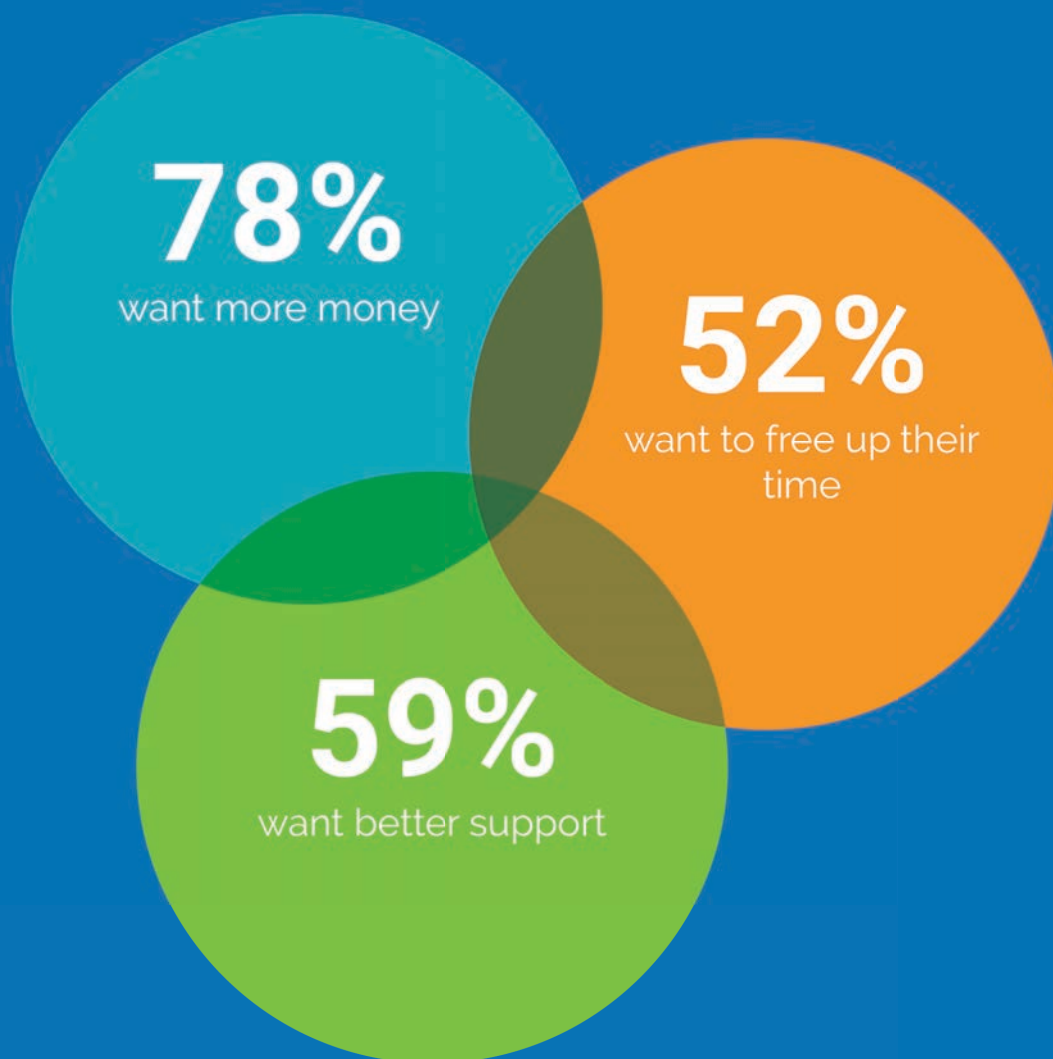
## Weekly Email Marketing Example

## Benefits of Partnering with Vernon

*Not sold yet on why you should align your business with Vernon? Here are 5 more reasons:*

1. Corporation bonus opportunities
2. You still run your business the way you want.
3. We do the administrative work so you don't have to and eliminate the headaches that come with having to do product research, website development, email marketing, paying suppliers, billing customers and managing supplier relations.
4. We negotiate pricing with suppliers and can offer special deals only available through Vernon.
5. We can help you land large accounts with RFP support, in-person client presentations, company stores, funding large orders and so much more!

# Top Reasons People Call Vernon



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**We're here for you. Call us.**

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800.743.7545 x8303

# vernon



S · Y · N · E · R · G · Y