



PROFITS & REPUTATION
BEYOND COMPARE





KAESER & BLAIR HELPS PROMOTIONAL PRODUCT PROFESSIONALS SUCCEED, GROW, AND EXCEL.

We are here to help with the best-in-industry support and resources to energize your entrepreneurial spirit. We offer solutions to assist you with back office service support, financial support, increased resources and strong industry purchasing leverage. All of these allow you the opportunity of more time to build your business and become more profitable. Partnering with us is easy and straightforward with the best industry opportunity to grow and increase your earnings.

NOT ALL PROMOTIONAL PRODUCT DISTRIBUTORS ARE ALIKE – THERE IS A DIFFERENCE!

KAESER & BLAIR PROVIDES THE GREATEST PROFIT POTENTIAL IN THE INDUSTRY!

- Generous earnings up to 65% of gross margins
- Earnings paid upfront when orders are accepted
- Earnings paid daily by ACH wire direct deposits
- Lucrative annual incentives and rewards
- Profitable referral program
- Leveraged purchasing power
- Business ownership & equity
- Preserved identity
- Superior individual service & support
- No fees
- No binding restrictive agreements
- Protection against bad debt
- Protection against product liability
- Leveraged efficiencies

KAESER & BLAIR'S REPUTATION IS THE STRONGEST IN THE INDUSTRY.

- Stable history since 1894 with more than a century of reliability and integrity.
- Rock solid security with D&B 5A1 high credit rating and A+ Better Business Bureau accredited listing.
- Industry leader with many ASI and PPAI awards including Counselor Top 20 Distributor, ASI Power 50, PPAI Gold Web Award, Best Place to Work, Family Business of the Year, PPAI Lifetime Achievement recognition, and Marvin Spike Lifetime Achievement award.
- Community Leader with many awards including Cincinnati Top 100 Private Company.
- Ranked in the top 1% of Industry Distributorships.
- The largest group of Industry Independent Dealers trust K&B with their business.



KAESER & BLAIR PROVIDES LUCRATIVE SOLUTIONS TO INDUSTRY PROFESSIONALS

We offer a great straight-forward opportunity to help you grow your business and profits. We make it easy to leverage buying power and resources to your benefit while you still have total control of your business, your customer base, your own identity, and independence with no restricting or binding agreements.

THE KAESER & BLAIR PROFIT STRUCTURE

Many distributors pay profits based upon the industry standard basis of a 50/50 split of the gross profit. Some arrangements “charge” a percentage of the sale price regardless of the order profit. And some have many extra charges for processing fees, transaction fees, different rates for how long a customer takes to pay, or even different rates if the customer pays by credit card.

Our profit program is upfront, straight-forward and based on a share of each order’s gross profit without fees or charges. Profit rates are based on annual volume per the chart below assuming a gross margin minimum of 26%. Feel free to utilize the Earnings Calculator on www.comparekaeser.com for more specific examples.

DEALER PROFIT

ANNUAL SALES VOLUME	<\$49,999	\$50,000 - \$99,999	\$100,000 - \$149,999	\$150,000+
EARNINGS*	50%	55%	60%	65%

*Calculated Dealer Profit - percentage of gross margin

PROFITS PAID FAST WITH KAESER & BLAIR

We believe paying profits to sales professionals is really important and *we pay faster than anyone else in this industry*. Dealer profits are paid in advance upon order entry with customer approved credit on factory ready orders. Using our optional Daily Direct Deposit (3D) program, profits are direct deposited via ACH wire transfer every working day with daily summary reporting. Profits are paid in advance of production and are paid electronically daily!

UNMATCHED LUCRATIVE REFERRAL PROFITS

Several Distributors in our industry have referral programs, however, none are like ours. We have the most lucrative and money making referral program available in the business. K&B Dealers earn a referral profit based on the business volume submitted by referrals they have introduced. The referral profit is calculated at 20% of a 50% split of profits. In other words, referral profits are about 4% of the sale price and are paid completely out of Kaeser & Blair's share of the order profits. Referral profits are paid once a month and continue forever or as long as the referring Dealership and referred Dealership are active.

OUTSTANDING BONUSES AND INCENTIVES

We reward success with a great annual incentive program. Our annual bonuses are calculated on increases in earnings for Dealerships with less than \$500,000 in annual volume. At the \$500,000 or more level, an annual incentive bonus is paid based on the chart with levels and progression below. The potential is up to 2% of sales. These incentive bonuses are paid once a year shortly after the end of our Contest Year.

ANNUAL SALES	\$500,000	\$750,000	\$1,000,000	\$1,250,000	\$1,500,000
INCENTIVE BONUS	\$10,000	\$15,000	\$20,000	\$25,000	\$30,000

In addition to the Annual Contest Year incentive program, we periodically offer fun, short-term contests for a variety of products and selling goals.

EASILY DOUBLE YOUR INCOME – OR MORE



The possibilities with our earnings program, bonus program, and lucrative Dealer Referral Program can double your income. On average, participating in the Referral program and referring 5 new Dealers doing about your same volume will double your earnings from your business. Many new Dealers see an immediate increase as a result of better rates, higher margins from better factory pricing, and nicer bonuses. Add an incredible lucrative Referral program and the possibilities grow. We know of no other distributor in this industry offering greater opportunity.

POWER PRICING MEANS HIGHER PROFITS

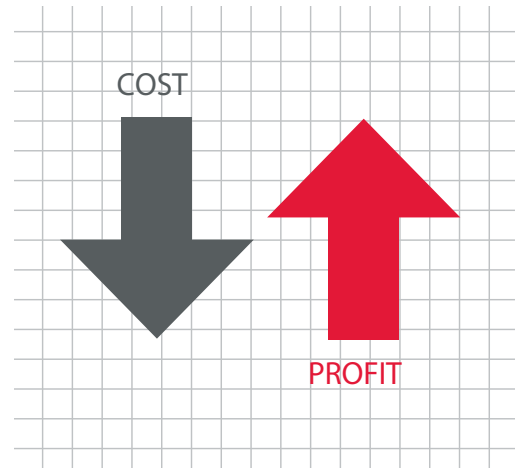
Our reputation, long history, and vendor relationships allow for group buying discounts or specially negotiated deals. We have a long list of suppliers who offer EQP (or similar) pricing. See the enclosed power pricing list. The opportunity to buy from industry suppliers at a lower cost or a discounted rate allows you the opportunity to strongly compete on pricing and/or the opportunity to secure higher profits.

Our famous printed and on-line marketing catalogs, *Best Buys* and *Windjammers* are a result of our purchasing power and they generate many millions of dollars in annual volume for K&B Dealers.

www.kbbestbuys.com

www.kaeserbestbuys.com

www.kbwindjammer.com



YOUR IDENTITY, YOUR OWNERSHIP

We act as a source of goods and services to independent business owners. Your identity and ownership of your business is preserved. We claim no ownership of your customer base and we have no restricted or binding agreements. Dealers are free to handle orders however they choose – which may or may not include using Kaeser & Blair.

REPUTATION BEYOND COMPARE

We are very proud of our stellar history and industry reputation - over a century of reliable dedication from a foundation laid in 1894. Our rock-solid financial stability with a D&B rating of 5A1, an industry specific ASI high credit score, and top 40 distributor status provides us a reputation in the industry to secure priority pricing and priority production attention.

UNMATCHED SERVICE

Our service staff is dedicated to providing best-in-class order service and follow up. We assign a Dealer Service Specialist to be your primary contact to provide smooth order processing and resolve any snags along the way. Our technology platform offers great support, detail, and order history. Orders are processed with acknowledgements and status messages. After orders are completed at our suppliers, we invoice and handle follow-ups to secure customer payments. These services combined with prompt order handling, free Dealers from time-consuming and costly back office roles. You have more time to proactively sell and grow your business.

Sourcing, custom decorating, fulfillment, follow-up, and research are some of the key services we provide. From finding the best vendor for 144 ball caps to an offshore source for 144,000, we have the support you need.





CUSTOMIZED CUSTOMER STORE PROGRAMS

We offer a wide variety of customer store programs that can be custom made and designed to match your customers' expectations. We partner with several industry providers to offer options that can simply be a portal for group ordering and individual production or be used to manage pre-produced inventory ready for drop shipments.

EXPERT CONTINUING EDUCATION

We believe on-going education is valuable and helps to build your growing business. Our special partnership with industry-leading educator David Blaise of Top Secrets, offers an online Kaeser University program with courses and material to help grow your business. We offer this to Dealers at no charge and it is available online 24/7. In addition, we offer valuable webinars on hot topics as well as weekly emails of shared ideas, suggestions, and success highlights. We design our material to be beneficial, rewarding, and thought-provoking.

ANNUAL CONVENTION - A KAESER & BLAIR "FAMILY" REUNION

Our annual convention has become a reunion of our family of Dealers and provides great camaraderie. Our private tradeshow of supplier vendors normally offers over 150 top industry suppliers. In addition, our education day is full of training seminars and expert presenters delivering the latest and best advice and suggestions. You can learn more about our convention by visiting www.kaeserconvention.com.

AWARD-WINNING TECHNOLOGY

We are very proud of our award-winning technology and the many features that assist in making your business run smoothly and profitably. We are believers that a well-run process from start to finish will allow you to service your customers extremely well and allow for more time to build and grow your business. We received a PPAI Gold Level Web Award for our technology application.

ON-LINE SUPPORT & RESOURCES 24/7

As a K&B Dealer you will have access to the “My Account” section that provides up-to-date status information on your latest orders at a quick glance and a snapshot of your Dealership’s activity. An order Dashboard is provided to manage orders in process along with order entry. Our order entry program is custom designed and created especially for and by K&B Dealers. Account information is automatically populated and we even utilize access to ASI’s ESP data for quick product feed in many cases. A special section and process was developed for multiple vendor orders – especially wearable orders requiring blank goods and separate decorating vendors, to make your life easier.

COMPLETE DEALER CONTROL

Our system is easy to use and is extremely flexible, giving Dealers complete control over orders. Detailed past order history is available along with a report and inquiry section for numerous reporting capabilities.

Our technology includes e-reports that offer order acknowledgements, earnings payment notices, order status notices, shipping notices, and billing notices. The 3D earnings allows for daily, automatic Dealer payment of earnings via ACH wire transfers. Our marketing catalogs are available on-line with PDF tools as well as a product research application with virtual proof features for great presentations.



SEE WHAT OTHER INDUSTRY PROFESSIONALS HAVE TO SAY ABOUT THE KAESER & BLAIR DIFFERENCE



“KAESER MAKES IT REALLY EASY.”
- Andres Betancur



“GREAT MONEY AND HASSLE FREE.”
- Nicole Campbell



“WE THINK IT’S THE BEST DECISION WE EVER MADE.”
- Rob Howard



**“THE WAY K&B PAYS US IS THE MOST EXCITING,
REWARDING AND MOTIVATING ELEMENT.”**
- Michelle Calabro



START YOUR INDEPENDENT KAESER & BLAIR PROMOTINAL PRODUCTS BUSINESS TODAY!

Have any questions or need more information? Contact us in complete confidence. Our experienced executives welcome the opportunity to speak with you. Private meetings are available at all major industry shows. Complete confidentiality is always maintained.

Call 888-698-1684 or visit www.comparekaeser.com



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4236 Grissom Drive
Batavia, Ohio 45103

