

**COMPARE! YOU'LL FIND THERE'S
NO BETTER BUSINESS OPPORTUNITY!**



KAESER
& BLAIR INCORPORATED
PROMOTIONAL PRODUCTS

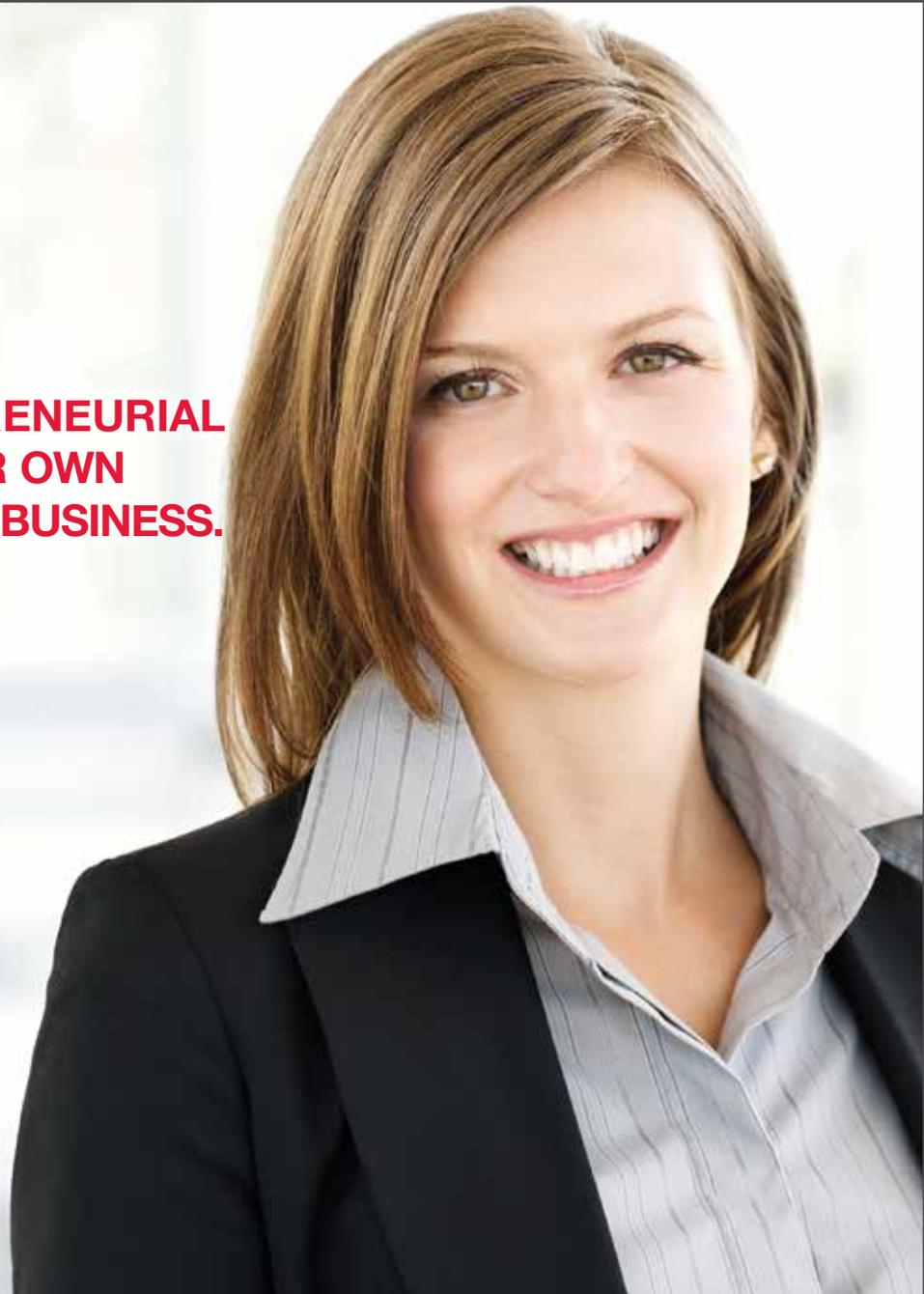
BUSINESS OWNER PROGRAM

PROFITS & REPUTATION BEYOND COMPARE

THE TIME IS NOW!

EMBRACE YOUR ENTREPRENEURIAL SPIRIT BY STARTING YOUR OWN PROMOTIONAL PRODUCTS BUSINESS.

ENJOY THE FLEXIBILITY AND FINANCIAL REWARDS OF BEING YOUR OWN BOSS.



I COMPARED AND STARTED MY OWN PROMOTIONAL PRODUCTS BUSINESS!

“Kaeser & Blair has allowed me the freedom to build my own business in my spare time while still being able to take an active role in my children’s lives. I love to sell and I only work about 16 hours per week.

I have about 40 regular customers along with seasonal political orders. Repeat business accounts for 80% of my business. Even though my husband works, the \$20,000 per year I earn is helping pay for vacations and college educations.”

- Lisa, Illinois

YOUR SUCCESS IS ONLY LIMITED BY YOUR DREAMS!

BEFORE STARTING ANY NEW BUSINESS VENTURE, ASK THE FOLLOWING VITAL AND REVEALING QUESTIONS:



Is the business opportunity part of a successful industry with in-demand products and services?

The K&B Business Owner Program is part of a \$21.5 billion and growing promotional products advertising industry.



Does the business opportunity require a lot of up-front investment with significant risk?

No! This is a risk free business opportunity. The Standard Business Owner Package is only \$85. It is the starter kit to kick off your new business and it has the tools to help you be successful. Your \$85 will be refunded when you make your first \$1,500 in sales.



Can the business run either part or full time and is there a store front retail location?

The business can be operated part or full time and on your own schedule. Most are operated as home-based businesses.



How do I know there are potential customers in my area?

Every business in your area, no matter how small or large, is a potential customer. At least 5 to 10 of your products will fit the needs of these potential customers.



Does the business opportunity require a lot of inventory or specialized equipment on-hand?

There is no inventory or specialized equipment to worry about. You also don't have to worry about delivering or buying products.

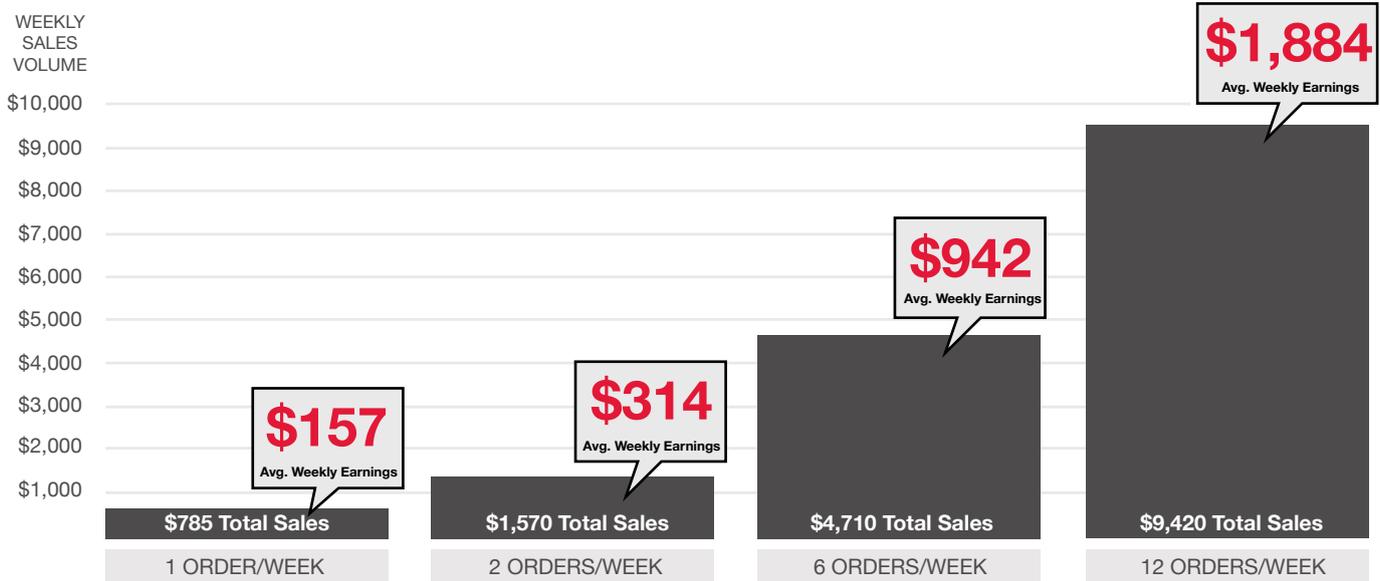
HOW MUCH CAN I MAKE FROM THE KAESER & BLAIR BUSINESS OWNER PROGRAM?



Average profits are 20% of the sell price. Average orders are close to \$785. Some earn \$100,000 or more every year.

Annual Earnings: **PART TIME BUSINESS OWNERS** \$7,000-\$20,000* **FULL TIME BUSINESS OWNERS** \$60,000-185,000*

Average Earnings by Orders per Week:



The above figures do not include bonuses, incentives, awards, and overrides.

* Based on average profit earned by part-time and full-time business owners when order quantity and total dollar sales volume are as indicated above. Profits and earnings vary based upon product and market conditions.



How do I get paid?

You are paid when orders are entered! This is an advance of product production and delivery. We even pay via direct deposit within one business day.



Is there any support to help me along the way?

Kaeser & Blair has a skilled, experienced and dedicated staff to assist you with product information and orders.



Does the opportunity require on-going fees?

There are no monthly fees, processing fees or transaction fees.



Would my new business lock me into any binding or restrictive agreements or contracts?

There are no contractual agreements or binding restrictions, which in turn gives you the freedom to run your own business the way you want to.



“IF YOU LIKE TO SELL, WE ARE HERE TO MAKE IT EASY, FUN AND PROFITABLE.”

- Kurt Kaeser, CEO

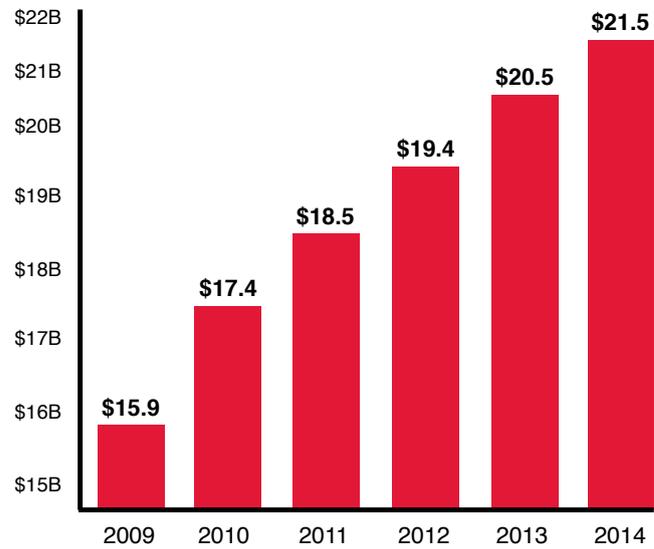


See what real Kaeser & Blair business owners say about this opportunity at our website: www.Kaeser-Blair.com/stories

WHAT IS THIS BUSINESS OPPORTUNITY?

This is an opportunity to start your own business selling and providing custom imprinted promotional and advertising products by developing relationships with customers and being a valued source. A promotional product and advertising specialty business is an exciting form of advertising where a marketing message is delivered on a useful item. Promotional products are used for many applications.

The industry is growing and continues to increase as more and more people recognize the value this type of advertising offers, such as creating goodwill, motivating employees, building brand awareness, supplying trade shows and customer gifts.



Promotional products industry hits all-time record high of **\$21.5 billion** in sales!

WE MAKE IT EASY TO START YOUR OWN BUSINESS AND SELL FUN AND EXCITING PRODUCTS.

MARKET MAKEUP BY INDUSTRY

Wondering which client sectors garner the most revenues? Below is the ranking of biggest buyers:



VIRTUALLY EVERY BUSINESS ADVERTISES WITH PROMOTIONAL PRODUCTS BECAUSE IT'S SO EFFECTIVE!

WHAT IS A PROMOTIONAL PRODUCT?

Any item that a company, organization, event, person, etc. can imprint or embroider is a promotional product. Most common uses are:

- Customer Goodwill and Retention
- Tradeshow Giveaways
- Employee Relations and Events
- Brand Awareness
- Public Relations
- New Customer/Account Generation
- New Product/Service Introductions

PROMOTIONAL ADVERTISING HELPS COMPANIES:

Inform: let customers know about their product and/or service

Remind: help customers remember the companies they patronize and generate repeat business

Persuade: convince potential customers to use their product and/or service



WHAT TYPES OF PRODUCTS WOULD I BE OFFERING?

Below is the ranking of each product category.

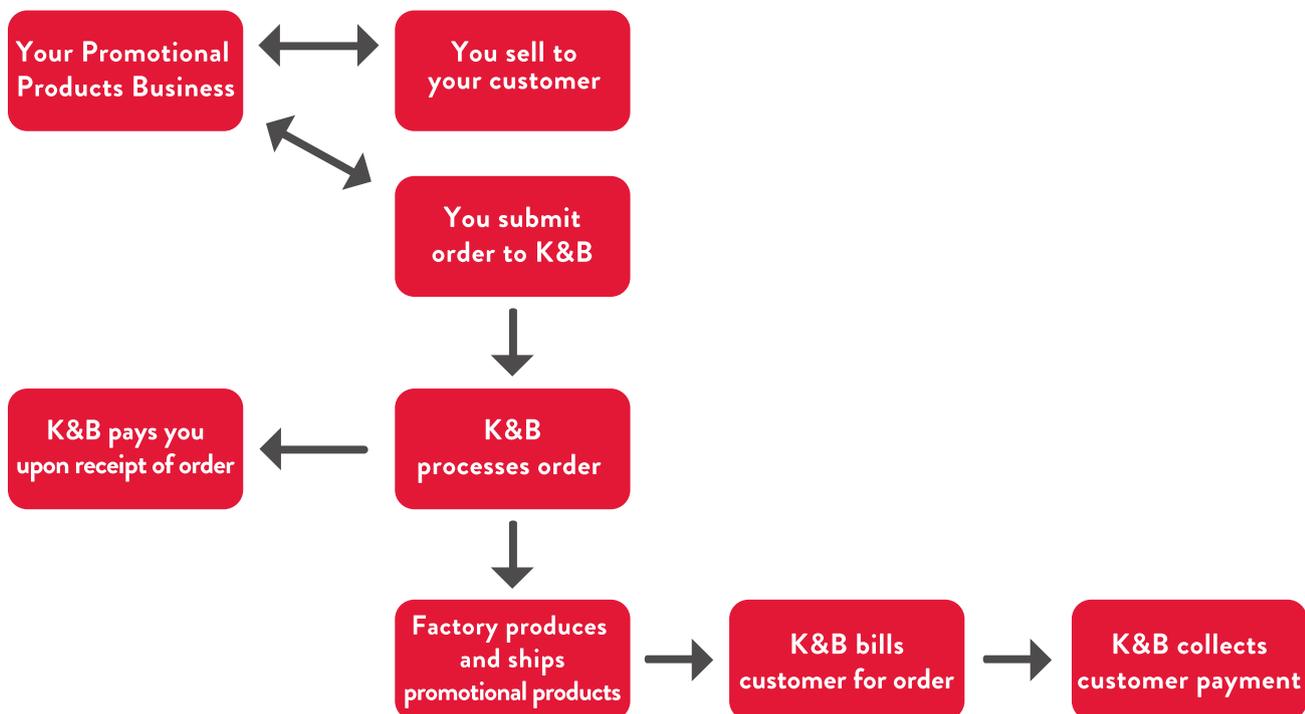
PRODUCT BREAKDOWN

 Shirts	 Caps/Headware	 Health & Safety Products
 Writing Instruments	 Desk/Office/ Business Accessories	 Buttons/Badges/ Ribbons/Stickers/ Decals/Emblems
 Bags	 Electronics & Computer Related Products	 Houseware/Tools
 Drinkware	 Calendars	 Sporting Goods/ Leisure Products
 Other Wearables	 USB Drives	 Automotive Accessories

Source: Advertising Specialty Institute



HOW DOES YOUR PROMOTIONAL PRODUCTS BUSINESS WORK?



K&B PROVIDES INDUSTRY LEADING PRICES MAKING IT EASIER TO SELL

We provide the products you sell at industry leading prices and handle all the back end office order support functions to keep it simple. You are in business for yourself, but not by yourself.

Your business has its own brand and identity. You are your own boss and you control when, where and how it operates. Kaeser & Blair acts as a source of supply for the promotional products when selected.

OUR CUSTOMER SUPPORT IS UNMATCHED

We have an experienced staff of 120 support employees servicing your business needs. Our team helps prepare marketing material, research products, order follow through, customer invoicing, receivables, and sales tax collection. Our Service team is here to help and our toll free phone lines are staffed with real people. If a question comes up – we are just a phone call, email, or service ticket away with fast, reliable and experienced support.

Promotional products are custom decorated with a customer's logo and/or advertising message. You sell the products to your customers and submit to us to have the orders filled and completed. Normally the finished goods are drop-shipped directly to the customer. This means there is no inventory to buy up front, no deliveries to make – just submit the order and let us do the rest.

KAESER & BLAIR MAKES ORDERING EASY!

When you sell promotional products to a customer, all you need to do is submit the order including a customer's logo and or advertising message and we handle the rest. It's that easy!

FREE TRIAL LAUNCH PACKAGE



HEARD ENOUGH? TRY IT!

Enclosed is our Trial Launch Package with a promotional pen for you to sell to your potential customers. Take this piece of sales literature when you meet your prospect. It has everything you need to know to educate them on the benefits of promotional products and all the details you need to sell the Javelina Tropical Pen.

How do you find your potential customers so you can try the K&B Business Owner Program? Consider your connections and who you know that would benefit from the use of promotional products. You may already have someone in mind, but if not, it's easier than you think. Here are some possible contacts that are a good place to start:

- Family and friends
- Local businesses
- Churches and Synagogues
- Restaurants
- Sports organizations
- Schools
- Non-profit organizations
- Your local chamber or commerce
- Your social network – Facebook, Twitter, LinkedIn

OUR BEST BUYS CATALOG ALMOST GUARANTEES SALES!

90.6% of the most successful business owners say they use the Best Buys Catalog everyday. Show your customers the best selling, most desirable promotional items at the best published prices in the country.

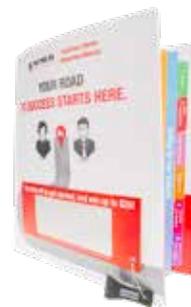


You'll be surprised how simple it is to make a sale! If there is a need, the items sell themselves. Your customers will be pleased with the high quality products they receive, and you will receive the profits of the sale.

More than \$100,000 in promotional products is sold from this catalog everyday!

GET STARTED, NOW!

The following are two options you can choose to get started:



Introducing!
Business Owner
Reference Manual

(Included in both packages)

STANDARD BUSINESS OWNER PACKAGE **\$85***

The starter kit to kick off your new business has the tools to help you be successful. It includes the following:

- Immediate access to our online training assets and information to help you get started
- Best Buys Catalog
- Numerous supplier and manufacturer catalogs with promotional products to sell
- A large assortment of our best selling product samples (products may vary)

*Your \$85 will be refunded when you make your first \$1,500 in sales. If you decide this opportunity is not for you, please return the starter kit within 30 days and your \$85 will be refunded.



PREMIUM BUSINESS OWNER PACKAGE ~~\$335~~ (INCLUDES STANDARD BUSINESS OWNER PACKAGE)

Previously

NOW

\$299**

This is a more comprehensive package to help improve business success. It includes the following:

- Personalized website with your unique URL/web address hosted by Kaeser & Blair (to access demo of website go to www.greenepromos.com)
- Personalized email address
- 50 Best Buys catalogs
- 1,000 custom business cards
- 100 Javelina Tropical Pens with your custom printed message promoting your new promotional products business



Your personalized website features the best selling products from the Kaeser & Blair Catalog and a digital copy of the Best Buys Catalog. The website will include your company name, logo, and brand message on the "about us" page. You can include your photo and even create personalized banners for the header of the home page. It is extremely easy to set up and update; however, if you need help we will gladly assist you. It is not an ecommerce website, but over \$10,000,000 million dollars in products are sold from the Best Buys Catalog every year. Personalized items are ready in about 2 weeks.

** After the initial \$299 investment there will be a yearly cost of \$200 to host the website and receive your email address.

** The \$85 portion of your Premium Business Owner Package will be refunded when you sell your first \$1,500 in sales. If you decide this opportunity is not for you, you can return everything (including the catalogs, pens, owner package, and cards) within 30 days and your total Premium Owner Package cost of \$299 will be refunded.

WHAT MAKES THE KAESER & BLAIR BUSINESS OWNER PROGRAM DIFFERENT?

PROFITS AND REPUTATION BEYOND COMPARE

Compare! Kaeser & Blair provides the greatest profit potential in the industry.

- ✓ Be your own boss - no strict schedules, binding contracts, or agreements.
- ✓ Minimal start-up cost - no big franchise, upfront, or ongoing fees, plus we refund the price of the Standard Business Owner Package (\$85) after your first \$1,500 in sales.
- ✓ Profit potential up to 65% of gross margins - one of the highest in the industry.
- ✓ Profits are paid in advance via direct deposit upon order entry - faster than anyone in the industry.

Compare! 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 D&B 5A1 credit rating (highest possible rating) and A+ Better Business Bureau accredited listing.
- ✓ Industry leader - K&B has the largest group of independent businesses.
- ✓ Ranked in the top 1% of industry distributorships.
- ✓ Community leader with many awards including Cincinnati Top 100 Private Company, Best Place to Work, Family Business of the Year, PPAI Gold Web Award, PPAI Lifetime Achievement recognition, Marvin Spike Lifetime Achievement award and more.

TAKE CHARGE!
ORDER YOUR STANDARD OR PREMIUM BUSINESS OWNER PACKAGE TODAY!
CALL 800.642.0790

OR PURCHASE ONLINE AT
WWW.KAESER-BLAIR.COM

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