



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!

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

- ✓ Profit potential up to 65% of gross margins, one of the highest in industry.
- ✓ Profits paid in advance via direct deposit upon order entry-faster than anyone in the industry.
- ✓ An established reputation that leverages a long list of suppliers who offer EQP pricing to yield higher profits for you.
- ✓ Industry-leading cash bonuses, referral override profits, and incentives totaling \$1,000,000 per year.
- ✓ Free trip to U.S. resort for any business owner whose annual sales exceed \$350,000.
- ✓ Business ownership and equity-K&B does not retain any rights to your clients or individual business.
- ✓ Industry-leading technology and unmatched business owner support-including back office and accounting operations.
- ✓ More than 73 percent of our staff has over 10 years of experience helping Kaeser & Blair business owners.
- ✓ No fees and no binding restrictive agreements.

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 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.
- ✓ More independent promotional products business owners trust K&B with their business than any other distributor.



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.

EARN THE HIGHEST PROFITS PAID IN THE INDUSTRY

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.

BUSINESS OWNER PROFIT

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

*Calculated Business Owner Profit - percentage of gross margin

EARNINGS PAID DAILY – THE QUICKEST IN THE INDUSTRY

We believe paying profits to sales professionals is really important and *we pay faster than anyone else in this industry*. Business owner 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 every working day with daily summary reporting. Profits are paid in advance of production and are paid electronically daily!

MOST LUCRATIVE REFERRAL PROGRAM IN THE INDUSTRY

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 business owners 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 business owner and referred business owners are active.

INDUSTRY LEADING CASH BONUSES & INCENTIVES TOTALLING OVER \$1,000,000 PER YEAR

We reward success with a great annual incentive program. Our annual bonuses are calculated on increases in earnings for business owners 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.



GET REWARDED FOR YOUR SALES SUCCESS AT OUR EXCLUSIVE SALES LEADER SUMMIT

Earn Your Way To An Exclusive Incentive Trip

- Our Sales Leader Summit is a three-day event at a U.S. resort celebrating top sales professionals, paid for by Kaeser & Blair.
- Open to business owners whose annual sales exceed \$350,000.
- Sales from \$350,000-\$500,000: all expenses paid for you and guest – except for travel cost for guest.
- Sales over \$500,000: all expenses paid for you and guest.
- Our Sales Leader Summit includes private meetings with top industry suppliers, sumptuous dining and plenty of time to relax and enjoy the resort setting.
- Camaraderie with other successful business owners.

BUY FROM INDUSTRY SUPPLIERS AT A LOWER COST

Leveraged EQP Pricing Equals Higher Profits

Kaeser & Blair has a long list of suppliers who offer EQP (or similar) pricing. Our rock-solid history, reputation and financial stability allow for group buying discounts or specially negotiated deals. With a D&B rating of 5A1 and industry-specific ASI high credit score, our vendor relationships are further strengthened to secure optimal pricing and priority production attention for our business owners. The opportunity to buy from industry suppliers at a lower cost allows you the opportunity to strongly compete on pricing and/or the opportunity to secure higher profits.



Our famous printed and online marketing catalog, Best Buys, is a result of the solid relationships Kaeser & Blair has formed with vendors and generate millions of dollars in annual volume for K&B Business Owners.

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. Business owners are free to handle orders however they choose – which may or may not include using Kaeser & Blair.

EASILY DOUBLE YOUR INCOME – OR MORE



The possibilities with our earnings program, bonus program, and lucrative Business Owner Referral Program can double your income. On average, participating in the referral program and referring 5 new business owners doing about your same volume will double your earnings from your business. Many new business owners 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.



BEST-IN-THE-INDUSTRY BUSINESS TECHNOLOGY AND TOOLS

- Flexible, user-friendly system – complete with access to e-reports that offer order acknowledgments, earnings payment notices, order status notices, shipping notices and billing notices.
- Access to the “My Account” section online to track orders and get snapshot of your activity.
- Online order dashboard to manage orders in process and order entry.
- Order entry system custom designed for and by K&B business owners includes special process options for multiple vendor orders to increase ease of use.
- Wide variety of customer store programs that can be designed and customized to manage pre-produced inventory ready for drop shipments and exceed your customer’s expectations

UNMATCHED SERVICE WITH YOUR OWN DEDICATED SERVICE SPECIALIST

Our service staff is dedicated to providing best-in-class order service and follow up. We assign a business owner 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 business owners 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 business owners 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.

ON-LINE SUPPORT & RESOURCES 24/7

As a K&B business owner 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 business owner 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 business owners. 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 BUSINESS OWNER CONTROL

Our system is easy to use and is extremely flexible, giving business owners 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 business owners 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

See our testimonial videos at



www.CompareKaeser.com/page/testimonials





START YOUR INDEPENDENT KAESER & BLAIR PROMOTIONAL PRODUCTS BUSINESS TODAY!

FILL OUT THE DEALER INFORMATION FORM ENCLOSED
OR COMPLETE ONLINE AT WWW.COMPAREKAESER.COM.

TO COMPARE



www.CompareKaeser.com

TO APPLY



www.CompareKaeser.com/page/apply-now

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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