



FISHER
CHICAGO | LOS ANGELES

OVERVIEW OF SERVICES

December 26, 2017

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FISHER MIDWEST LOCATION



FISHER WEST COAST LOCATION

COMPANY INFORMATION

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OUR SOLUTION

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ACHIEVING SUCCESS TOGETHER

At Fisher, we print **more than 2.5 billion inserts and direct mail pieces a year.**

With facilities in Chicago and California, as well as strategic partners, we can optimize solutions that range from the simple to the complex. By continuously investing in the latest press technologies, we are able to ensure the highest level of quality at an excellent price point. We pride ourselves on providing comprehensive programs that include excellence and flexibility in program management, customer service, design, printing and logistics.

Our approach to success is based on providing the **“right service at the right time at the best price.”** This allows us to customize your event based on multiple factors. The scenarios are endless; they range from well-planned promotions to rush jobs needed in 3 days. No job is too big or small for our team.

Our marketing and design teams are a blend of some of the best talent. **We specialize in leadership, design, marketing, and information-based solutions that drive costs down, and increase efficiency and sales.** Most important is that our printing presses are a few feet away from the design team. We are able to ensure that your experience will be positive and your event will yield great results.

We can maximize any project from short-run market-specific versions to high volume printings. Our facilities are equipped for volume and speed, but we’re trained for attention to detail and complex solutions.

WHY FISHER?

Fisher simplifies advertising solutions so our clients can focus on their core business and customers. We embrace innovation by relentlessly improving processes and systems technology to leverage employees' insight, industry trends and advances by our suppliers/partners.

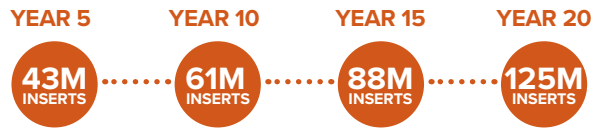


MANUFACTURE ADVERTISING PROGRAM

"Build it and they will come"

Developing the MAP program from the ground up was a huge task. **The program had zero dealers and now has over 500.**

MAP Program Growth (in Millions)



IN-SOURCED

Streamlined processes

We keep your costs down by having the CSRs, creatives, printing and logistics teams under one roof.



OUR CREATIVE TEAM

Strength in numbers

With a team of more than 75 creative professionals, **we produce 150,000 pages of layout every year.**



BEST-IN-CLASS TECHNOLOGY

One-of-a-kind technology in the country

Our presses do not stop. We are the only insert printer in the nation with Auto-Transfer technology. The speed and volume capabilities of our presses sets us apart from our competitors.



LOGISTICS

Getting it to the marketplace

With over 200 million inserts being shipped monthly, we negotiate a lower freight rate. 90% of our shipments can be anywhere in the continental United States within two days.



NATIONAL BRAND PARTNERSHIPS

We work with the best



We take pride in serving national household brands like Aldi, DirecTV, Ashley Furniture, Orgill Hardware, La-Z-Boy, Mega Group USA, John Deere and more.

QUICK FACTS

FISHER BY THE NUMBERS

2.5 BILLION
INSERTS PRINTED EVERY YEAR

ANNUAL PRINTED INSERTS BY CUSTOMER

| | | |
|---|---|---|
|  |  |  |
| 500 MILLION | 350 MILLION | 150 MILLION |







2+ MILLION DIRECT MAIL PIECES
IN THE FIRST 12 MONTHS









OUR TEAM

| | |
|---|---|
| 289 EMPLOYEES | 12 HIGH-SPEED PRESSES |
| 75+ CREATIVE PROFESSIONALS | 10 CUSTOMER SERVICE REPRESENTATIVES |
| 3,000 TAB PAGES PRODUCED WEEKLY | 2 STRATEGIC GEOGRAPHIC LOCATIONS IN CHICAGO AND LOS ANGELES |

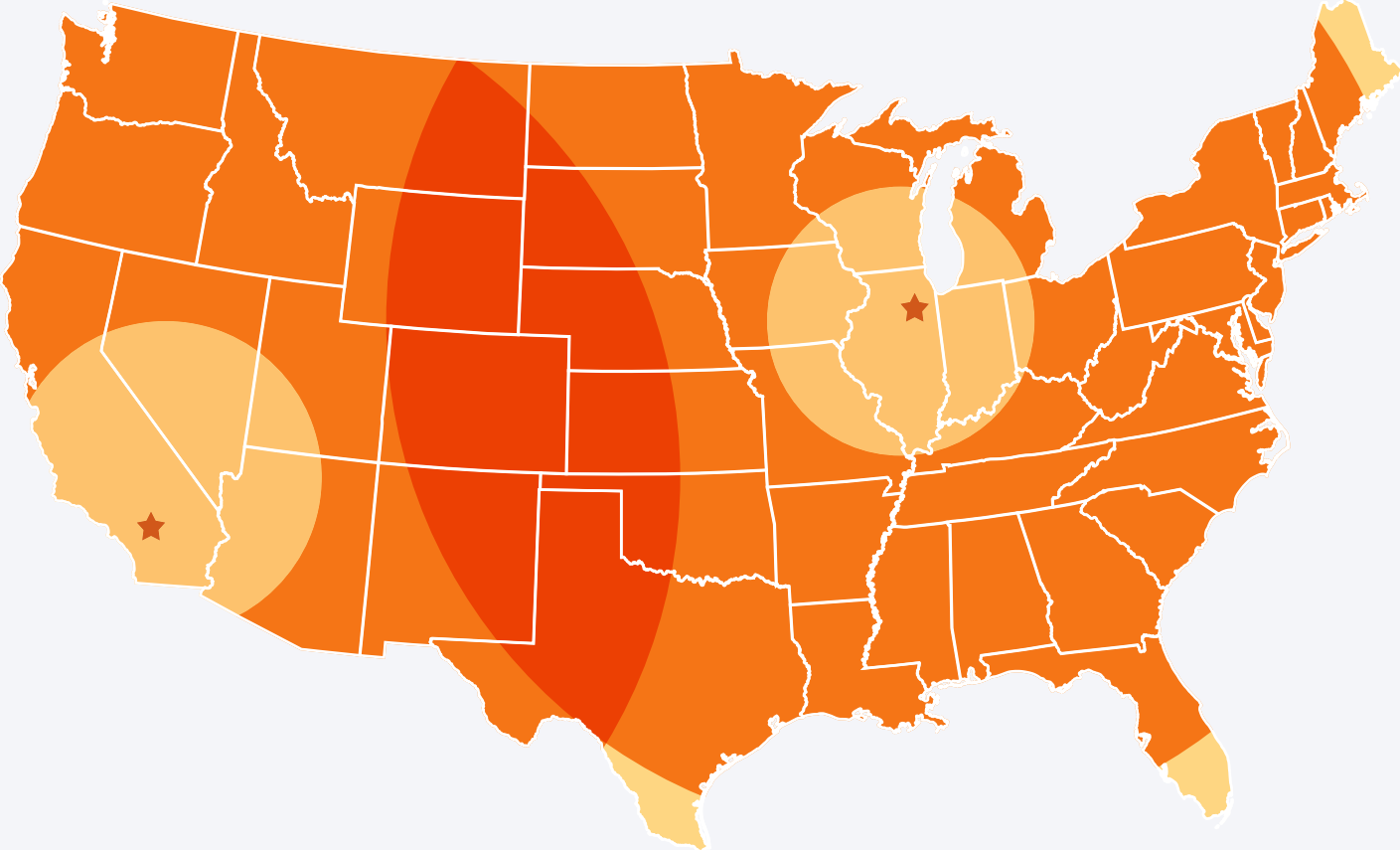
YEARS OF PARTNERSHIP

| | | |
|---|------------|---|
|  | 3+ |  |
|  | 10+ |  |
|  | 20+ |  |

SOME OF OUR PARTNERS

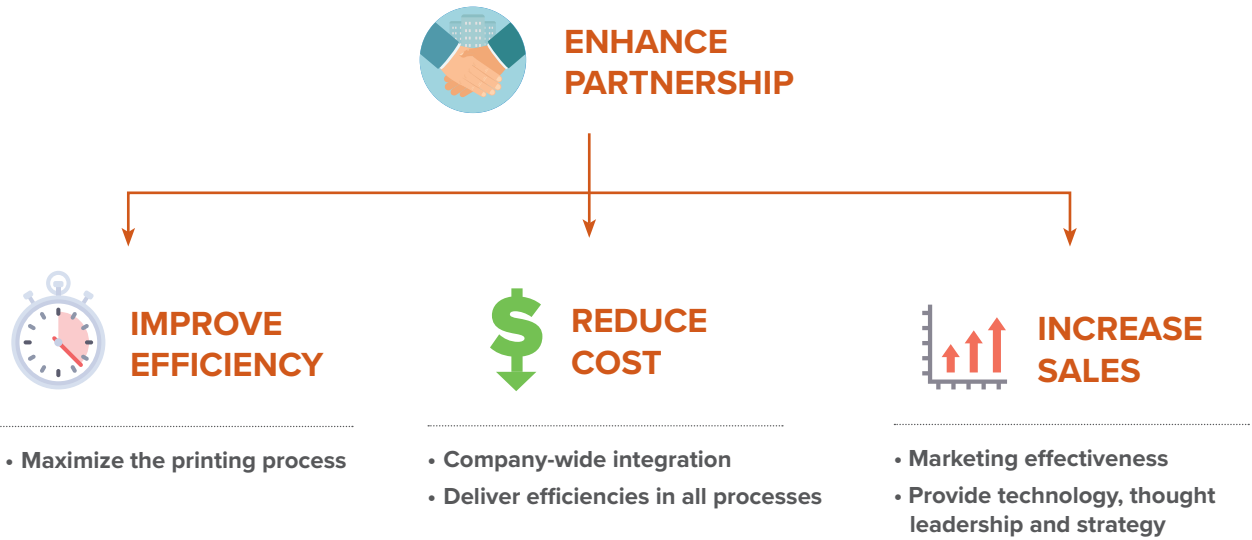
| | |
|--|--|
|  52-WEEK PRINT PROGRAM WITH RESERVED PRESS TIME |  HIGH VERSION COUNTS |
|  INSERTS FOR CORPORATE AND INDEPENDENT STORES |  CUSTOMIZED NEW NEIGHBOR AND INSERT PROGRAM |
|  MULTI MILLION COPY PRESS RUN WITH VARIOUS CONFIGURATIONS |  GROCERY CHAIN WITH 1,600+ STORES NATIONWIDE |
|  REGIONAL WHOLESALER SUPPORTING CHICAGOLAND INDEPENDENT GROCERS |  SEASONAL RETAILER MULTI MILLION PRINT RUN |

LOGISTICS



We deliver to
90% OF THE UNITED STATES
WITHIN TWO TRUCKING DAYS

ACHIEVING ASHLEY FURNITURE'S CURRENT AND FUTURE GOALS



OUR SOLUTION

Advertising360
CREATE • INSPIRE • MANAGE • REPORT

HOW?

The Advertising 360 Program will house a team in Ashley Global Retail Headquarters in Tampa, FL. This core team will consist of a Project Lead, Customer Service Representative and a Creative Director.



GO ONLINE: advertising360.fisherprinting.net



CREATE:

Advertising support and execution

The Advertising 360 Core Team will provide different levels of service depending on the store type. We will support and enhance capabilities to Ashley HomeStores and Licensees to execute corporate marketing strategies, as well as full-service customization of advertising products for 6,000 primary dealers.



SUITE OF PRODUCTS AVAILABLE

- INSERTS
- DIRECT MAIL
- CATALOGS
- POINT OF SALE

- WEBSITE BANNERS
- SOCIAL MEDIA CREATIVES
- EMAIL CAMPAIGNS
- MOBILE SOLUTIONS



CREATE: Suite of Products

CONNECTING PRINT AND DIGITAL

Enabling full-service customization to primary dealers, the Advertising 360 Team will custom-build the promotion packages. These promotion packages will give the dealers consistent design and branding across print and digital marketing channels.

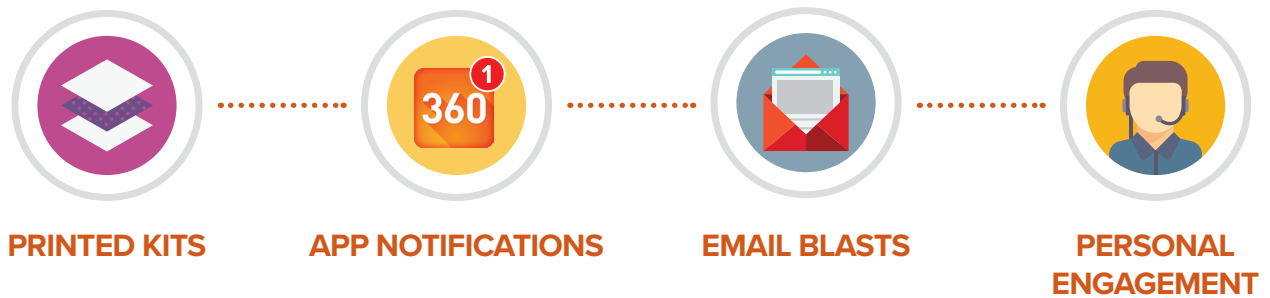


INSPIRE

**“SUCCESS IS THE SUM OF SMALL EFFORTS,
REPEATED DAY-IN AND DAY-OUT.”**

-ROBERT COLLIER

**WE WILL COMMUNICATE, EDUCATE AND PROMOTE
THROUGH OMNI-CHANNELS TO SELL YOUR CAMPAIGN.**



We will provide printed kits and push notifications with our Advertising 360 mobile app, email blasts and yes, the traditional phone calls to promote and facilitate participation in the advertising opportunities.



MANAGE

**WE MANAGE YOUR ORDERS FROM START TO FINISH,
WITHOUT A HITCH.**

WE MAKE ORDER MANAGEMENT EFFORTLESS

Managing orders is simple and efficient through the self-service portal and customer service teams.

Quickly create sales orders

Send order confirmations to customer

Track order status

Update customer on shipping status

24/7/365 customer support

COLLABORATE SEAMLESSLY ON MOBILE DEVICES

In just a click with our Advertising 360 App, you can support your customers on your mobile devices.

Inquiries

Place orders

Track shipments

Concierge

CREATE CUSTOM ORDER REPORTS AND CHARTS

Create custom reports and charts to keep track of sales and view them all in a comprehensive dashboard for easy data analysis.

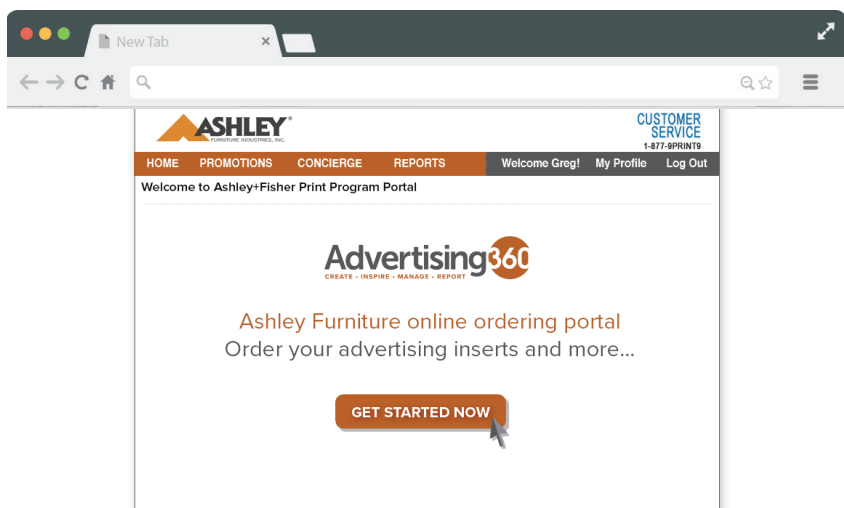
Create product drill-down reports

Identify order trends to meet demand variations

Analyze sales across multiple channels

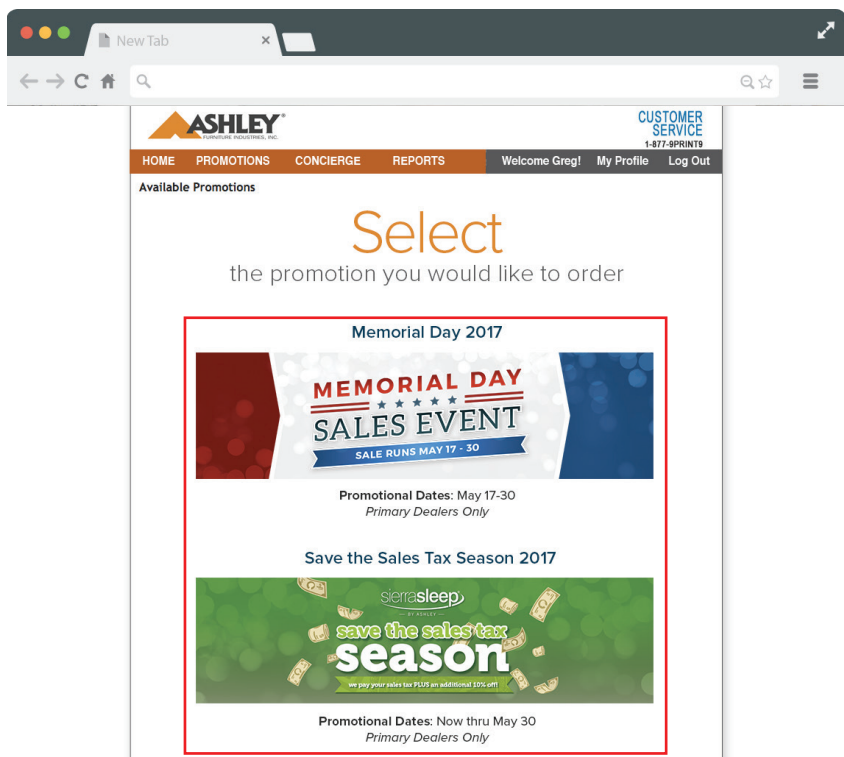
MANAGE:

Self-Service Portal - 6 Easy Steps



1. Dashboard

Once logged in, a dashboard of quick action buttons is available.

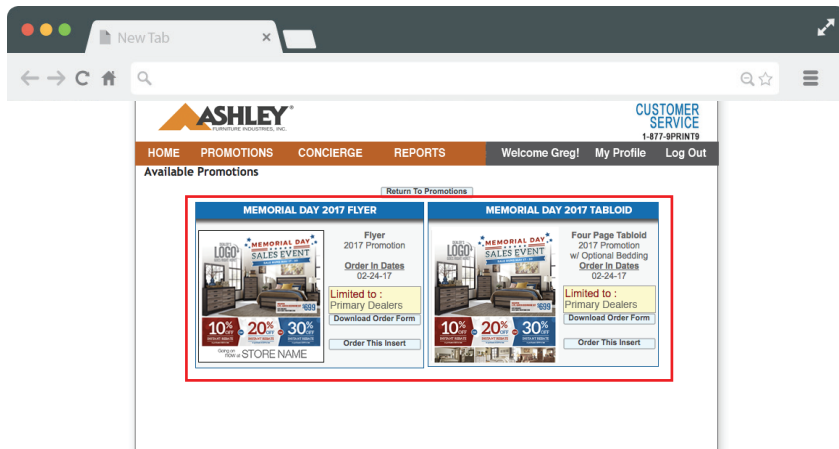


2. Order by Promotion

Users are presented with a list of available promotions.

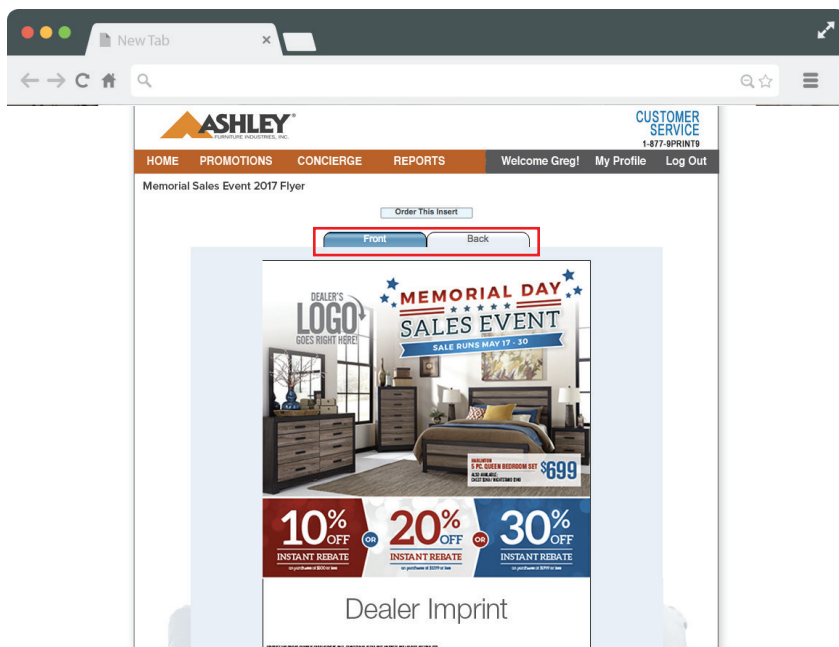
MANAGE:

Self-Service Portal - 6 Easy Steps



3. Order by product type

Select the type of product available for the specific promotion.

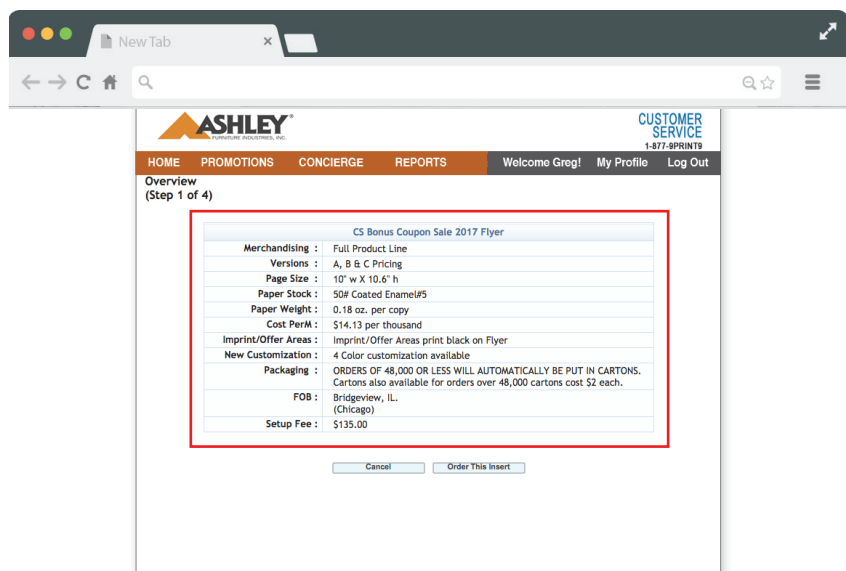


4. Review creative

Review the product design and creative, all pages and information in the piece.

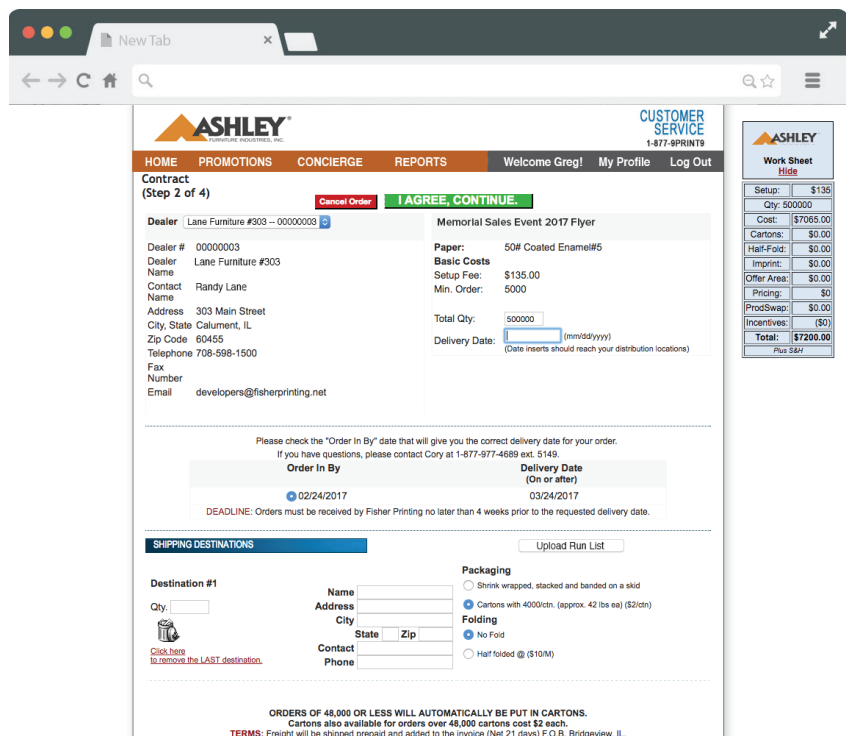
MANAGE:

Self-Service Portal - 6 Easy Steps



5. Review specs

See an overview of the selected product. This includes the finished size, paper weight, pricing, packaging and other important information.

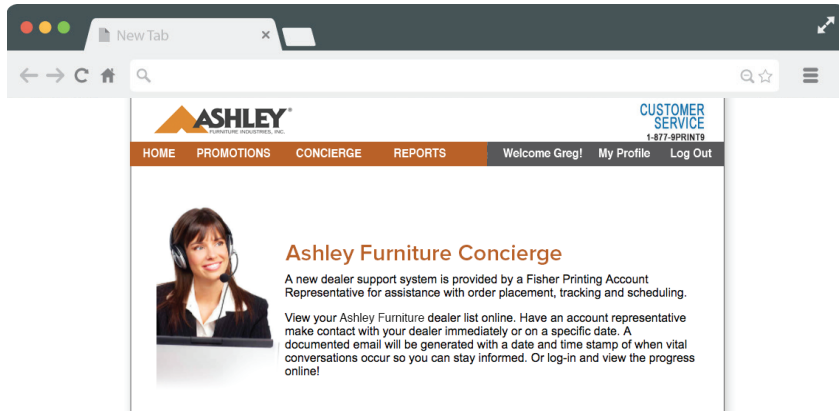


6. Enter order

Users can enter their order information like quantity, shipping destination, optional offer area, and others.

MANAGE: Concierge Service

WE MAKE IT EASIER FOR YOU

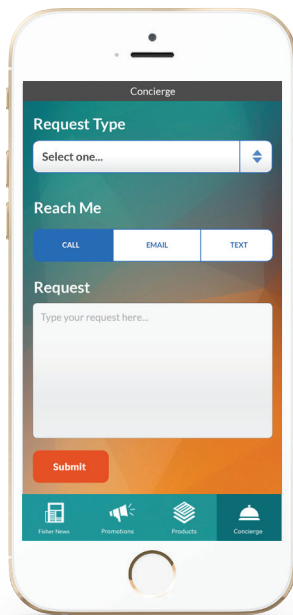


Users submit requests to the Concierge

- Help
- Follow-up
- Recommend
- Advise
- Troubleshoot

CONTACT FISHER BY:

- Online Portal
- Advertising 360 App
- Text, Email or Phone



MOBILE APP



REPORT

KEY FEATURES:

- Automated Reports
- Self-Service Reports
- Event Participation and Success
- Historical Data

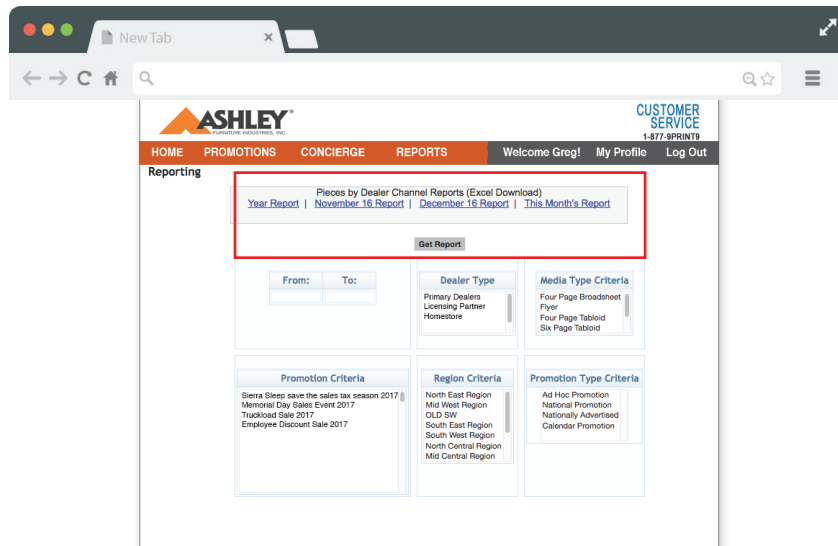
REPORT TYPES



View Online



Export Data



| Job# | Country | Promo Type | Promotion <small>Click to view details.</small> | Vehicle | Dealer Type | Dealer Number | Dealer Name | State | Region | Date | Rep # | Rep | Free Ins.? | Free Inserts | Circ. |
|-------|---------|--------------------|--|-------------------|----------------|---------------|------------------------|-------|--------|------------|-------|------------------|------------|--------------|--------|
| 24651 | U.S.A. | National Promotion | GD Presidents Day Sale 2016 Flyer | Flyer | General Dealer | 62281003 | MOORE FURNITURE | TX | 05-SW | 01/13/2016 | -1 | dealers,orphaned | Yes- opt 1 | 5000 | 15,000 |
| 24653 | U.S.A. | National Promotion | GD Bonus Coupon Sale 2016 Tabloid | Four Page Tabloid | General Dealer | 81711034 | SIT N SLEEP INC | GA | 07-MC | 02/11/2016 | 272 | Johns,Scottie | No | | 60,012 |
| 25673 | U.S.A. | National Promotion | GD Memorial Day Sale 2016 Tall Tab | Tall Tabloid | General Dealer | 86452002 | SULLIVAN FURNITURE INC | IN | 02-MW | 03/04/2016 | 316 | O'Connor,Dwayne | Yes- opt 1 | 5000 | 10,000 |
| 25676 | U.S.A. | National Promotion | GD Memorial Day Sale 2016 Flyer | Flyer | General Dealer | 52211002 | LEWIN FURNITURE | WI | 02-MW | 03/04/2016 | 281 | Mageland,Scott | Yes- opt 1 | 5000 | 10,000 |
| 25683 | U.S.A. | National Promotion | GD Memorial Day Sale 2016 Tall Tab | Tall Tabloid | General Dealer | 77955005 | SANDERS FURNITURE CO | GA | 07-MC | 03/08/2016 | 272 | Johns,Scottie | Yes- opt 1 | 5000 | 8,000 |
| 25687 | U.S.A. | National Promotion | GD Memorial Day Sale 2016 Flyer | Flyer | General Dealer | 43986005 | James Furniture | MS | 07-MC | 03/10/2016 | 245 | Goodwin,Marty | Yes- opt 1 | 5000 | 5,000 |
| 25691 | U.S.A. | National Promotion | GD Memorial Day Sale 2016 Flyer | Flyer | General Dealer | 26531003 | FAULKNER & TAYLOR FURN | KY | 02-MW | 03/10/2016 | 396 | Zenil,Craig | Yes- opt 1 | 5000 | 5,000 |
| 25693 | U.S.A. | National Promotion | GD Memorial Day Sale 2016 Flyer | Flyer | General Dealer | 58570217 | McRoberts Furniture | KY | 02-MW | 03/10/2016 | 396 | Zenil,Craig | Yes- opt 1 | 5000 | 5,000 |
| 25701 | U.S.A. | National Promotion | GD Memorial Day Sale 2016 Tall Tab | Tall Tabloid | General Dealer | 08183007 | BOHN FURNITURE INC | PA | 01-NE | 03/14/2016 | 126 | Beagle,Mike | Yes- opt 1 | 5000 | 47,600 |
| 25704 | U.S.A. | National Promotion | GD Memorial Day Sale | Flyer | General Dealer | 05514029 | BECKS APPLIANCE & FURN | UT | 05-SW | 03/15/2016 | 132 | Wheatley,David | Yes- opt 1 | 5000 | 7,500 |

CLIENT TESTIMONIALS

“EXCEPTIONAL ADVERTISING AGENCY WHICH EXCEEDED MARKETING EXPECTATIONS”

Fisher is an exceptional advertising agency which has exceeded our marketing expectations. Fisher is very responsive and are always eager to address our concerns to meet our advertising vision. We look forward to continued business with Fisher and gladly recommend their services to other companies.

Cassidy Self

Owner/Operator, Ashley HomeStores

“QUICK TURNAROUND TIME, ATTENTION TO DETAIL, COST-REDUCTION SOLUTIONS”

I have worked with Fisher on a few various projects for the accessory division. I appreciated the quick turn around times I needed to proof or edit samples. Their flexibility, attention to detail and cost reduction solutions were presented to work within my budget. When I requested a deadline date they met it ahead of time—Fisher is easy to work with for my projects and I will use them again for future ideas as we develop.

Chris DeLaGuardia

Sr. Vice President Accessory Division, Ashley Furniture

“WHEN A LAST-MINUTE JOB NEEDS TO BE DONE, FISHER IS A RELIABLE PARTNER IN DOING EVERYTHING THEY CAN TO MAKE IT HAPPEN.”

The first thing you'll learn doing business with Fisher is that this is a hands-on, family business. I was fortunate enough to get to know Chris Fischer almost 20 years ago when one of my medium-sized local accounts introduced us. Chris is the third generation of his family to run and grow the business. At our first meeting, we met Tom Scarpati Sr., who was training his son, Tom Scarpati Jr., to lead sales and marketing development for customers.

When you come to market, and meet Chris and Tom, you are meeting two guys who make Fisher a family dedicated to doing well by exceeding customer expectations. They are straight forward, honest, friendly and great with customers.

The reasons I like working with Chris and his company are simple: They own the plants and presses in Los Angeles and Chicago that actually produce the pieces they design. They do a lot of business outside the furniture industry, like DIRECTV, and apply and share what they have learned to products they make for our customers. Their rates are fair and compelling. When a last-minute job needs to be done, Fisher is a reliable partner in doing everything they can to make it happen. Like Ashley, they are constantly reinvesting in their business and making it easy for customers to do business. Their new neighbor program is the most successful, cost-effective way to gather new customers that I have ever seen. And because they own the printing presses they can take last minute orders, add quantities or continue a successful program without interruption of service.

Geoff Weed

Senior Marketing Specialist, Ashley Stationary Upholstery

“SWITCHING TO FISHER PRINTING FROM MY PREVIOUS SUPPLIER HAS BEEN THE BEST BUSINESS MOVE I EVER MADE”

Switching to Fisher Printing from my previous supplier has been the best business move I ever made, saved over 20% on print cost and they helped setup distribution separately which shows me they don't mark up the distribution cost, Thomas Scarpati Jr. has been extremely honest and I would recommend working with him for all print projects.

Kevin Ibrahim

Furniture Town • Houston, Texas

“HAS ALWAYS DELIVERED WHEN THEY SAID THEY WERE GOING TO FOR OUR TEAM”

Fisher has always delivered when they said they were going to for our team. There are multiple printing companies out there but would recommend Fisher since they have found a unique niche in our business. Thomas & his team do a great job!

Jimmy Herbig

Senior Marketing Specialist, Ashley Furniture

“CONSISTENT PROFESSIONALISM AND UNRELENTING FOLLOW UP”

I would like to voice my sincere appreciation for your consistent professionalism and unrelenting follow up. The Houston team exclusively endorses Fisher Printing for all of our print needs. Fisher's excellent cost and your exemplary service makes for a the perfect offering. We are proud to call you a partner.

Larry Eaton

Marketing Specialist, Ashley Furniture

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