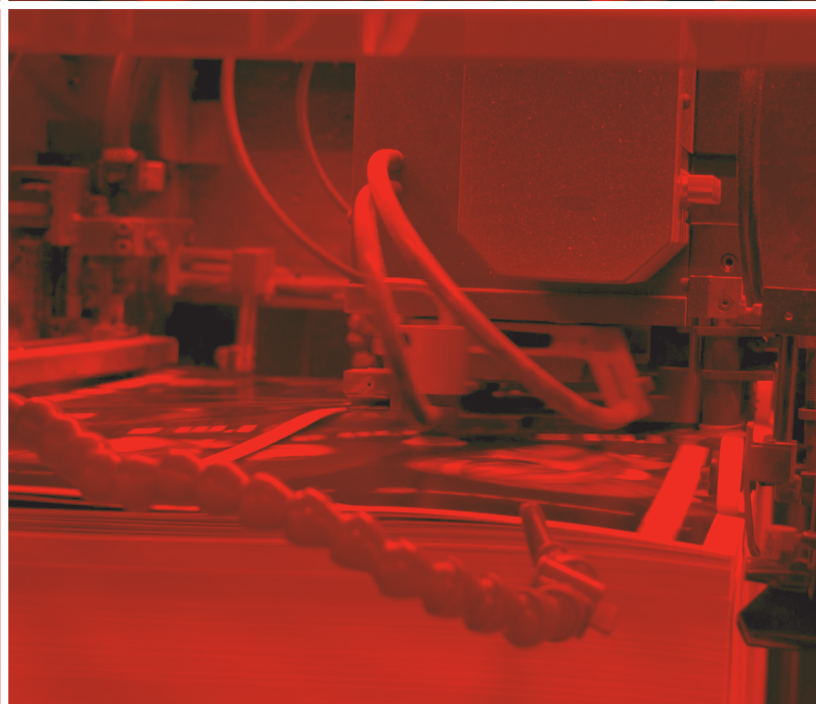
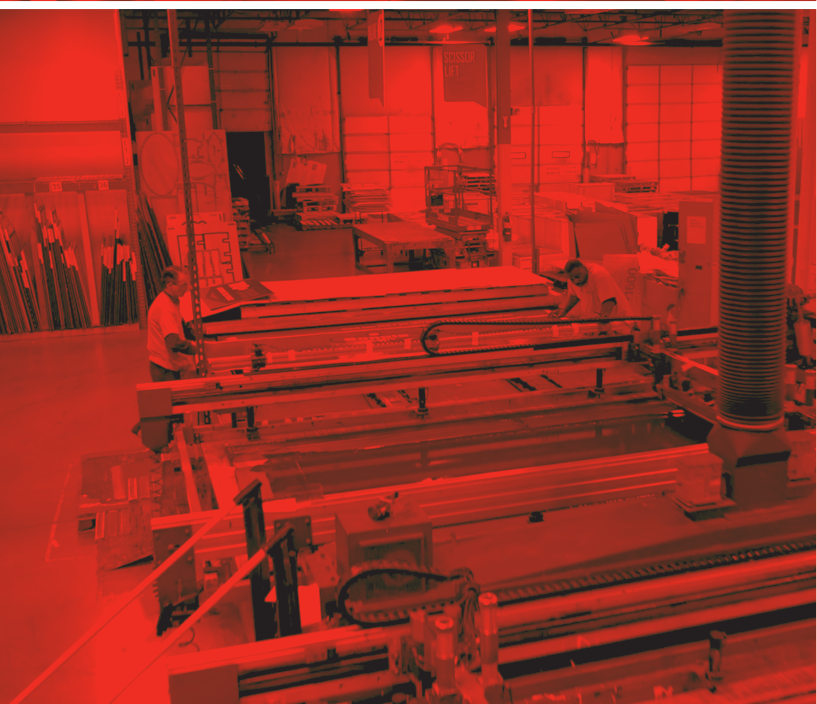


We don't just help  
you deliver smart  
marketing, we help  
you **Market Smarter.**

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# What does it mean to Market Smarter?

To us, it means utilizing proprietary technology that optimizes your promotional campaigns and localized marketing. It means having almost 50 years of customer-centered, print production experience. It means ensuring your marketing materials are executed and delivered with precision. With KDM as your full-service in-store marketing supply chain partner, you can maximize in-store impact, increase year-over-year sales and build brand recognition to **Market Smarter**.

## Technology

Innovation is at the heart of KDM's solutions. From advanced printing methods to INTELLITRAK™, our proprietary online ordering and project management tool, we employ technologies that streamline processes to deliver better outcomes for our clients. Accessible from anywhere, INTELLITRAK gives clients control over their marketing strategies by linking them directly with our real-time print-on-demand and inventory management services.

## Execution

A good strategy is only as good as its execution. KDM is equipped to support your brand's needs with high-quality print, custom fabrication and in-house fulfillment and distribution. With us in your corner, you will gain an effective partner for every aspect of your in-store marketing agenda—whether you have one location or 100.

## Expertise

Deep industry expertise guides our team so we can determine the best materials for the right application, in any environment, every time. Insights by INTELLITRAK—including inventory levels, purchasing patterns and campaign performance—help inform these decisions so you can feel certain about the marketing execution choices you make. Our goal is to help retail brands and store locations maximize sales at the point-of-purchase and keep customers coming back for more.

**“I exclusively rely on KDM's expertise... We rely on them at a high level to support our brand as we continue to grow.”**

SVP / Massage Envy

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**KDM has been able to reduce production and fulfillment expenses by up to 22%**



# POP Print



## Why choose KDM as your print procurement partner?

KDM is your single-source POP print procurement partner. We offer full-service print solutions that are fast, flexible and brand compliant.

Our print production capabilities include five printing methods, supported by 25 presses, that consistently produce high-quality deliverables. Whether your marketing needs call for signage, 3D displays or wall-to-wall graphics, KDM's experienced team delivers the eye-catching print pieces that drive sales at the point of purchase.

KDM not only ensures that your collateral looks great coming off the press but also once they reach their final destination.

Whether your POP print needs to be delivered locally or nationally, you can count on KDM to safeguard your marketing execution with our in-house warehousing, fulfillment and distribution services.

- Large + small format print on demand that can be localized
- Online ordering for print on demand through our proprietary technology, INTELLITRAK
- The ability to print on virtually any substrate, including plastic, vinyl and polyester
- In-house finishing, including custom die-cutting and bindery
- Warehousing and national distribution, including custom kitting

# Fulfillment + Distribution



## Why choose KDM as your fulfillment and distribution partner?

KDM delivers your marketing materials where and when you need them. Our dedication to quality control and established workflow supports visibility through to project completion, whether it's a single daily order shipment or a promotional campaign to multiple locations.

Further streamline your process by warehousing with KDM. With a footprint of more than 420,000 square feet, we offer warehousing for everything we print or manufacture: POP/POS, retail store fixtures, merchandise displays, branded promotional items and more!

- Kitting from 5 units to 500,000+
- Secure packing, labeling and pre-assembly
- Real-time inventory management systems integrated with INTELLITRAK™, KDM's online ordering and project management platform
- Strategically located for national distribution within 2 days to 56% of the U.S. population
- Same-day shipping on inventoried items when orders are placed before noon

# Store Environments



## Why choose KDM as your partner for store environments?

KDM has the flexibility and knowledge to help you create compelling, localized store environments that provide meaningful brand experiences. Whether you need an entirely new retail environment design, an exciting restaurant remodel or engaging merchandise displays, KDM's skilled team of designers and craftspeople focus on every detail of your location and bring it to life.

KDM makes extending the design of an established in-store environment easy for franchises. From design and fabrication to production and installation, we can help you create a consistent brand experience at multiple locations with distinct store layouts.

When it comes time for installation, we not only craft the components in-house, but can also install them on-site!

### Retail Design and Execution:

- Discovery and design consultations
- Permanent merchandising displays
- Custom builds and prototyping
- Detailed installation

### Custom Fixture Design and Fabrication:

- Casework and millwork
- Cash wraps and counters
- Interior store decor
- Wood, plastic, glass, metal and wire options



# Merchandise Displays



## Why choose KDM as your partner for merchandise displays?

You have just a few seconds to grab a shopper's attention and, if you're lucky, a few minutes to influence them to buy your product. Study after study shows that merchandise displays are highly effective at influencing and driving sales, and that shoppers remember signage and displays as important parts of their shopping experience. That's why it's so important to invest in professional display fabrication and design.

KDM creates award-winning point-of-purchase displays to showcase your products in any store environment. Whether you need a temporary, semi-permanent or permanent solution, we have the design and engineering expertise to create customized merchandising displays to help you stand out in-store and increase sales at the point-of-purchase.

We provide corrugate, cardboard, plastic, wood, metal, glass and wire fabrication solutions for:

- Countertop, floor, endcap, shelving, in-line and gondola displays
- Engaging kiosks
- Motion, lighted, sound and LCD video displays
- Interactive/hands-on product demos
- Loss prevention solutions
- Literature and gift card holders
- Prototypes to full production runs

# Branding

*Make it Personal*



## Why choose KDM as your branding partner?

With more than 50 years of customer-centered experience, KDM is your full-service partner for branded merchandise. Our extensive selection of branded promotional products will satisfy any marketing need for every occasion. Promote your brand at events, celebrate achievements and create a lasting impression with KDM's exceptional catalogue of branded products — from apparel and uniforms to desk accessories and executive gifts.

Pair that with KDM's warehousing, fulfillment and distribution services and you've got a perfect partner for all your marketing needs!

### In-store Branding Solutions:

- Floor and counter mats
- Light-up, LED and neon signs
- Posters and signage
- Banners and window graphics

### Outdoor Solutions that Drive Traffic:

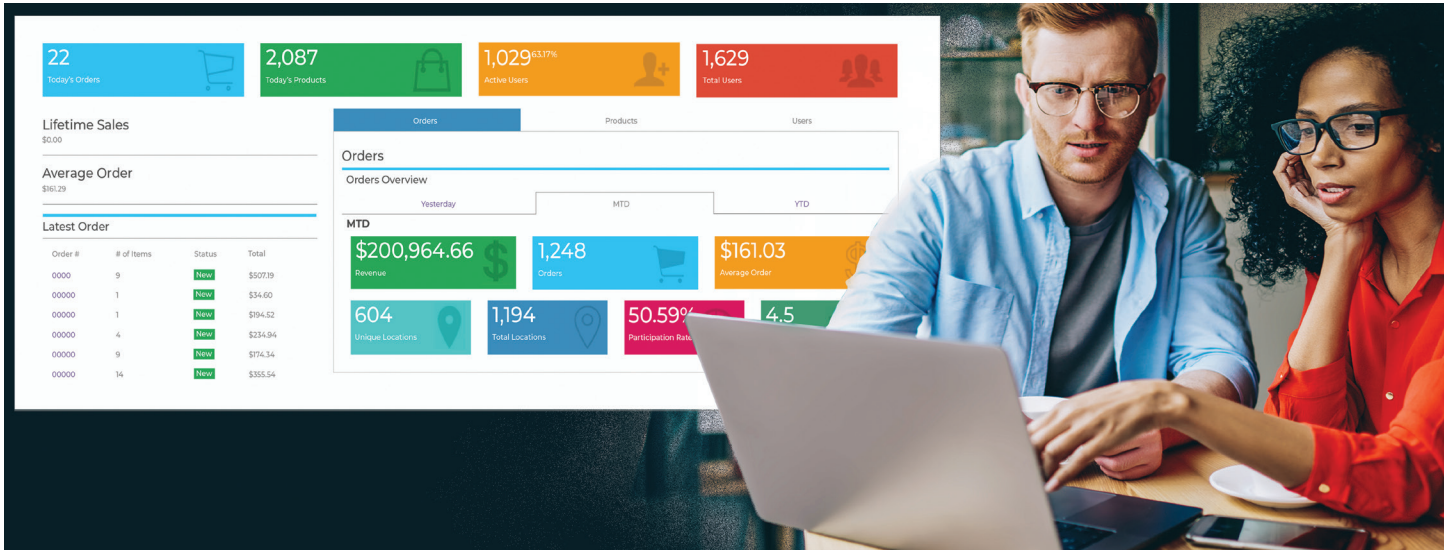
- Sidewalk and store front signs
- Flags and pennants
- Inflatables
- Flying wind banners

### Promotional Product Solutions:

- Apparel and fashion accessories
- Mugs, cups, and drinkwares
- Office Accessories
- Awards and gifts



# INTELLITRAK™



## How does KDM Market Smarter with INTELLITRAK™?

Supercharge your localized marketing with INTELLITRAK, the most user-friendly and robust platform of its kind. INTELLITRAK is KDM's proprietary online ordering and project management technology, designed to make supporting consumer brands and retail concepts easy.

Have a new promotion? Need to ensure your regional locations have access to the right branded materials? Want to provide store managers the ability to act swiftly in response to competition and local trends while reducing excess inventory?

INTELLITRAK does it all with print-on-demand features and store profiling intelligence, making it the ideal platform to support your brand's promotional marketing campaigns and programs while cutting time and associated administrative costs.

### Mobile-Friendly E-Commerce Tool:

- Shop online for marketing collateral, apparel, branded merchandise and more
- Select items, quantities and more before adding to your cart
- Save store payment information and purchase history

### Print-On-Demand:

- Access to profile driven, location-specific data
- Customize print materials via variable data driven templates
- Print only the quantity you need, when you need it

### Corporate Brand Management:

- Admin dashboard with location-specific ordering and unique user permissions
- Multi-brand management within the same platform
- Pre-set price points and lead times
- Visibility into inventory levels, purchasing patterns and campaign performance

## **Ready to Market Smarter?**

Discover all of the ways we can serve you.

**POP Print  
Fulfillment + Distribution  
Environments  
Merchandise Displays  
Branding  
INTELLITRAK™**



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