

ADVANTAGE MERCHANDISING SERVICES



NATIONWIDE RETAIL SERVICE SPECIALIST

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ADVANTAGE MERCHANDISING SERVICES
“THE NATIONWIDE RETAIL SERVICE SPECIALIST”



Advantage Merchandising Services, LLC

ADVANTAGE MERCHANDISING SERVICES – INTRODUCTION

Advantage Merchandising Services is the service industries most outstanding nationwide retail display set-up and service company (Including Alaska, Hawaii, Puerto Rico, and Canada).

Advantage merchandising services has over 150 years of retail management experience.

Advantage Merchandising Services is partnering with some of the nation's top retailers, and manufacturers.

Our Goal is to make your company more efficient and to improve your bottom line.

Please take a few minutes to review our information, it could be the best thing you have ever done for your company.

If you have any upcoming projects or would like to give us a try on any of your current projects, our contact information is below.

4147 W. Walton Blvd, Waterford, Michigan 48329

Toll Free (855) 205-1427

Toll Free Fax (855) 205-1428

E-mail:

kenehlen@advantagemerchservices.com or prachel@advantagemerchservices.com

When calling ask for Ken Ehlen or Perry Rachel



Corporate Overview

It's with great pleasure that we introduce you to the retail merchandising services offered by Advantage Merchandising Services, LLC. The nationwide retail service specialist. Advantage Merchandising Services provides service "leadership". Its management team has grown and developed into a viable partner for many of the nation's finest retailers and manufacturers.

Mission

Advantage Merchandising Services commits to its partners to provide only the highest level of workmanship, to strengthen the business with professionalism, integrity and not to accept any compromise in the process.

Management Commitment

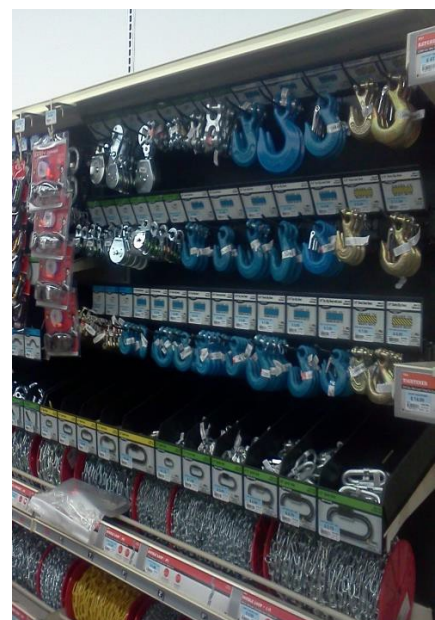
The Advantage Merchandising Services Management team commits to continually provide its manufacturers and retailers a hands on quality approach to meeting their in-store service needs on a national level. Whether the task be counter maintenance, display installations, special promo coverage, integrity checks, inventory maintenance, etc. The Advantage Merchandising Service Team will always preform at the highest level.



LED Pallet display



Drappery Hardware



Hook & Chain Display



What Makes AMS Stand Out?

How about a management team with over 150 years of retail service expertise?

Perry Rachel

CEO

Ken Ehlen

PRESIDENT

Lee Verette

DIRECTOR OF FIELD PERSONNEL

Kevin Williams

DIRECTOR OF TECHNOLOGY AND COMMUNICATION

Brock Ehlen

CHIEF FINANCIAL OFFICER

Tyler Rachel

QUALITY CONTROL SUPERVISOR

Justin Rachel

SPECIAL PROJECT SUPERVISOR

Brad Ehlen

BUSINESS DEVELOPMENT MANAGER

Size (1500 Field Personnel)

How about a nationwide field organization of service and installation merchandisers calling on retail accounts across the United States, including Alaska and Hawaii, Puerto Rico, and Canada.

Staff

Our management staff consists of both Marketing and Retail service personnel. Regional Managers and District Managers supervise our field force.

Regional Management

D. Herndon

WESTERN DIVISION

T. McKinney

SOUTHCENTRAL DIVISION

E. Mitter

NORTHEASTERN DIVISION

L. Verette

NORTH CENTRAL DIVISION

C. Stephenson

MIDWESTERN DIVISION

J. Simpson

SOUTHEASTERN DIVISION



Reasons to Use AMS

Advantage Merchandising Services merchandisers have proven that they can be more consistent on their service calls than Direct employees.

Advantage Merchandising Services merchandisers must complete their required call cycle on time. This is their priority and no other project will interfere.

Since AMS merchandisers are service and set-up only – in many cases they understand customer service needs better than direct employees.

Many direct employees have dual roles, both sales and service. The sales aspect usually takes priority. AMS merchandisers can be more familiar with the handling of defectives, inventory adjustments, etc.

AMS merchandisers are driven by a service organization that tracks their service performance daily.

Advantage Merchandising Services merchandisers are carefully tracked on the completion of their service and set-up calls.

Manufacturers in many cases have more control over AMS merchandisers than they do their own people.

This means that if a manufacturer were to give AMS a specific task – it would be completed with a specified time frame. Direct employees in many instances can't find the time and cannot complete a project in a timely matter, because of other priorities.

AMS merchandisers have more time for special projects at less cost. Some projects can be done during normal visit times – for example: special requests.

In order to keep cost down AMS can complete special requests as part of a regular service call. For the most part direct employees take longer to complete, because they are not on a time schedule.

Easier to budget projects using Advantage Merchandising Services merchandisers. The manufacturer knows exactly from month to month their service and set-up costs.

This is obviously a key factor in the operations of any company. Each service job or special project has fixed cost, no hidden extras (what if a job is estimated at 2 hours and some store visits take 3 hours or more – the fixed cost stands with the AMS quote).

The cost to use AMS merchandisers can be less than using direct employees when you consider:

- Salary
- Benefits
- Travel time
- Travel Expense



Services Provided

Buybacks	Display Assembly	Product Assembly
Competitive Shops	Display Installation / Resets	Product Blitz
Contractor Breakfasts	Integrity Checks	Product Conversion
Counter Maintenance	Inventory Maintenance	Product Labeling
Defective Handling	New Store Sets	Product Knowledge Sessions
Demos	Order Writing	Seasonal Projects
Department Stocking	P.O.P Replenishment	Surveys (All Types)

Nationwide Service and Set-up Program

All service and set-up programs can be custom tailored to fit the needs of any manufacturer. Advantage Merchandising Services can service retail accounts on either a weekly, bi-weekly or monthly schedule. We can meet each individual products need, depending on sales volumes and service requirements.

A routine Advantage Merchandising Services in-store service call consists of:

- Straightening all counter stock
- Replacing and filling all P.O.P. material
- Replacing and correcting defective display units
- Product replenishing
- Assisting in credits and damage returns
- Performing an on-hand product inventory (including back stock)
- Placing needed stock orders for replenishment
- New product cut in



Special Projects Team

Special Projects Team is the name given to the Advantage Merchandising Services team of special installation specialists. These teams are available throughout the country to install displays that require a higher level of skill.

The Special Projects Team frees up both the retailer and the Advantage Merchandising Services Area Representative to continue doing their normal merchandising functions. Special Project Team is also used on special projects that have priority completion deadlines.

The Special Project Team also provides help with special projects which include:

Store Display Installations

Seasonal Projects

Inventory Integrity Checks

Product Labeling

Special Display Assembly

Manufacturer Blitz Programs

New Product Conversion

Special Competitive Shops

Buybacks

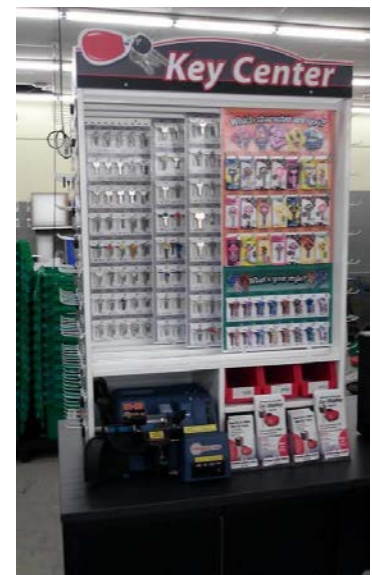
New Store Set-ups



Lighting display Pallet



Graber Window treatments display



Key center



AMS Store Visit Approval Forms & Photos Sets

1. AMS merchandisers have a set-up approval sheet signed by a member of store management on all projects. This confirms that work has been completed to the satisfaction of store management.
2. Photo of completed set. A photo of the completed job is always taken to verify that the job was properly completed.

Service

1. Signed service approval forms are available for each store visit.
2. Monthly reports are available at month end to summarize the month's service activity. These reports are very useful to pinpoint areas of success or areas of concern.
3. Any of the above approval forms can be custom tailored to exactly fit the needs of the manufacturer or retailer.

AMS Interactive Website Reporting

If requested the set-up, service, and photos can be posted on the AMS Website. Our partners are able to visit the AMS website, and view the completed project approval form and photos. Our partners will be given a special user name, and password to insure their security on any project.



Signs and Numbers display



Electrical parts



Power Tool display



Advantage Merchandising Services, LLC

Top Manufacturers

The following is a list of manufacturers that are partners of Advantage Merchandising Services:

Ames Tools	EZ Paints	Jandorf	National Manufacturing
APEX Tool Group	Ferry Morse Seed	Jenn-Air	Newell/Rubbermaid
Bali	First Alert	Jiffy Seed	Plantation Seed
Baron Manufacturing	Florin USA	Kenny MFG	Spectrum Brands
Black & Decker	GE Silicones	Kitchen Aid	Springs Window Fashions
Birdwell Cleaning	GE Lighting	Kohl Industries	Samsung
Bulldog	GE Appliance	LG Electronics	Stauffer Glove & Safety
Campbell Chain	Graber	Levolor.Kirsh	Universal Forest Products
Cooper Lighting	Hampton Product	Lithonia Lighting	Welcome Industries
Dewalt	HY-KO Products	Livingston Seed	Wellington Rope
Electrolux	Irwin	M-D Building Products	Whirlpool





Top Retailers

The Following is a list of retailers that Advantage Merchandising Services does either set-ups and service or both:

Home Improvement

Ace Hardware
Do It Best
Family Farm & Home
Ganahl Lumber
Home Depot
Lowe's
Menards
Orchard Supply
Sears Hardware
Tractor Supply Company
True Value
Valu Home Center

General Merchandise

Ann & Hope
Bed Bath & Beyond
Big Lots
Costco
Fred's
Kmart
Meijer
Michaels
Old Time Pottery
Roses
Sam's Club
Sears
ShopKo
Target
Walmart

Food

Kroger

Office Supply

Office Max
Staples

Distributors

Orgil

