

WX & First Communication Media Proposal.



Hello,
this is our intro
page.



Thank you for your time and
the opportunity to engage with
you so far.

Our goal is to open the
discussion on our partnership,
and how we can support you in
the road ahead.



Leadership Starts Here.

A Message from the CEO

I believe that when we surround ourselves with good people good things happen.

As a member of the George Gordon First Nation with many years experience in manufacturing of business printing and supply chain management, I am honoured to have a team of wise industry mentors, trusted suppliers and highly trained professionals.

We work together to ensure we provide incredible value and service to all of our customers – whether they're Small & Large Businesses, Tribal Councils, First Nations, Educational institutions, Crown Corporations, RM's or Government Agencies we want to partner.

Let's Talk!

Sarah Bitternose Founder & CEO



— A proud member of —



What **we** know about **you**.

Investing in the community and strategic partners

We know that you are eager to invest in the right partnerships that help drive business efficiency and support First Nation Organizations. We believe that leading with service, kindness and single source efficiency will help you meet all our organizational goals.

Where we see a **fit**.

We know that the best business relationships require the custom tailored solutions and our team has specialized in building long term relationships through the consolidated model of media procurement with a measurable history of success.

Our track record of creating right sized solutions for large national brands has allowed our clients to organize effectively, respond proactively and adapt quickly to the marketplace while building considerable value in sales, marketing and operations.

The WX First Communication team is committed to exceptional service, consistent quality, improved cash flow, and fewer delays in media related business operations across Canada.



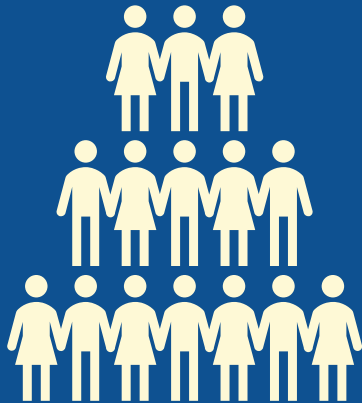
Driving Value.

How We Protect You |

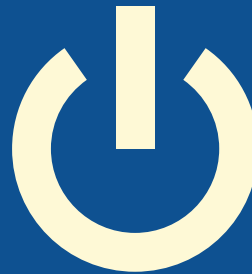
- **History:** We already have a history working with governments, financial institutions and agencies with decades of creating sustainable and consistent results.
- **Near Sourcing:** We are in your neighborhoods, buying supporting and sourcing locally along with you.
- **Proven Capability:** We have a long history delivering consolidated print media solutions to national brands and institutions that specifically meet your criteria. Proven execution with delivery timelines, brand consistency and cost reduction.
- **Dedicated Service Team:** Our Team is trained to bring value to your business operationally by driving efficiencies while introducing new opportunities for promotions to drive results and leveraged savings.
- **Technology:** Our Robust and secure online ordering portal with enhanced file upload and print on demand capabilities with state of the art Warehousing and Distribution.
- **Leveraged Spend:** Shipping cost reductions through the leveraged spend via the Stern Partners and alternative Stocks reducing total cost of ownership.
- **Resources:** Dedicated installation teams, Comprehensive Warehousing & Distribution in Western Canada. Production Redundancy.

Our Solution.

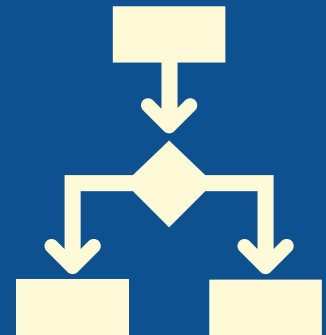
People



Power



Process



Customer Care Team.

Your Indigenous Customer Care Team is the most dynamic part of The WX & First Communication team. Their invaluable knowledge and experience enables effective delivery of goods and services across multiple production platforms for all our valued customers.

They are responsible for all aspects of customer management and satisfaction including consulting, project management, critical path development, versioning, reporting, business reviews, order processing and of course troubleshooting & remedy.

Most importantly they are empowered to go above and beyond customer expectations by creating solutions to ensure all orders are processed and delivered correctly and on schedule.



Foundations.

Stern Partners

Our 2.2\$ Billion Dollar Parent Company owns 22 business entities and employs over 7500 people.

The strategy is simple, creating high value companies by positioning the proper people and investing for the long term.

WX

Westkey Graphics circa 1934

Since 1934 we've had one goal. Oversee and manage your print operations so you can focus on your core competencies.

Single source print specialists for the last 20 years employing the best people in the business.

Xibita circa 1991

Our passion is to design, develop, deliver and manage a portfolio of exceptional print, tradeshow, retail and instore experiences that connect your brand with your target audience.

We want you to own an experience.

FC

First Communication circa 1984

First Communication Inc. is located in Regina with a manufacturing plant in Southey, SK in Treaty 4 Territory. 40 years of consistently providing print and office technology solutions to customers across Western Canada.

PROPOSAL

Consolidated Media Proposal

— A proud member of —

Canadian Council for
ABORIGINAL
BUSINESS



Strength In Numbers.



URBAN BARN



Lowered TCO in all Services |

2.2 Billion Dollar Parent Company
1 Source for Print Media

5 Divisions |

Print & Branding
Labels
Millwork
Wide Format
Exhibits & Events

13 Services |

Print Management - Brand Management
Online Ordering
Consolidated Billing
Warehousing and Distribution
Event/Tradeshow Management
Design Services
Fleet Wrap Management
Loyalty Program Management
Direct Mail Programs
Store Buildout Programs
Store Campaign Programs
Apparel and Promotions Programs



OVERCOME

- Basic needs are met (food, shelter, etc.)
- People have opportunities to achieve financial stability and an enabling income
- People have opportunities to achieve employment

SUCCESSFUL **KIDS**

- Kids (ages 0-6) are achieving developmental milestones
- Kids develop a strong sense of self and make positive decisions
- Youth successfully transition to adulthood

STRONG **COMMUNITY**

- People are able to access services and resources
- Mental health and well-being are prioritized
- The well-being of the community is improved through health and social services
- Resilient and supportive community

OUR **W.A.**
FORWARD

Print & Branding



PROPOSAL

For Consolidated Media Services

Branding.

Since 1934 we have served several important sectors of the economy: retailers, financial institutions, educational institutions, grocers governments and service businesses.

We are known as "the partner who can make it happen" and our continuous growth over several decades attests to our customer focus.

Customer service is our highest priority and our goal is to make the process of consolidated communications simple and consistent with clear brand strategies for design and execution.

The print industry has evolved, and so have our products and services. Investing in new technologies has always been a priority for us: online systems, the highest quality presses, variable printing for personalized marketing materials, new print platforms and

analytics tools all bring a sharp customer focus to everything we do. We follow JIT warehouse practices while warehousing and distributing our clients finished goods as required to thousands of locations across North America.

Most importantly, we have invested in our people. Brands are living breathing entities that need real time support and creativity.

We work hard to foster a creative, fulfilling and motivating workplace where our employees are highly trained and take the utmost pride in the products and services we produce.

Print & Branding.

Commercial Print

Full Offset, Digital, and Web Capabilities Including Short Run Packaging.

All the best finishes, foils, inks and paper you can imagine for your printed marketing and communications.

Services

Print Management
Design Services
Online Ordering
Consolidated Billing
Warehousing and Distribution
Direct Mail Programs
Apparel and Promotions

Business Forms

450 Tons of NCR a year.
40 tons of Cheques.

Long run business stationary with complex variable barcoding. High security stock and storage facilities.





Apparel & Promotions.

THE BEST SOLUTIONS |

Stop looking for a specific item or browsing for ideas? First Communication is your one-stop shop for apparel, promotional products and business gifts.

Our extensive range of high end brands, promo products and dedicated staff will ensure you find the solutions for your business.

EMPLOYEE INCENTIVE PROGRAMS |

We make it easy for your HR, safety, sales and marketing managers to accomplish and exceed their targeted goals through our online Employee Incentive Programs. Whether it's to improve and reward safety or to increase sales,

- MOTIVATION for employees to achieve corporate goals
- BRAND NAME gift options related to employees demographics & lifestyle
- A simple method for RECOGNIZING EMPLOYEE success

Specialty Services.



DIRECT MAIL PROGRAMS

First Communication partners closely with only the best and we know that direct mail is a tangible way of connecting with your audience.

Westkey is one of 33 Smart Mail Marketing Partners in Canada, a designation only given to organizations that have the experience, volume and training commitments established for expert partners.

Our DM methodology is simple

- Understand your Goals
- Understand your cost per acquisition
- Offer Strategy that integrates as much as possible with Digital and Data
- Refine & Repeat

Our team manages multiple data streams for clients through MFT and SFTP mechanisms. Our most complicated variable direct mail program has over 1600 possible print combinations printed every 4-5 business days.

LOYALTY PROGRAMS

Our loyalty programs are custom tailored to meet the goals of your organization. We custom tailor solutions by deploy your data to drive customer behavior using a mixture of app, web, direct mail, email, events and your current marketing initiatives

Labels.



15% alc./vol. StrongBeer Bière Forte 473ml

PROPOSAL

Consolidated Media Proposal

Labels.

MADE TO STICK |

The only thing better than consistency in quality product is consistency in delivery.

Our team of experts have an average of 20 years in the industry producing difficult and specialty labels across North America with a reputation to never miss a delivery date.

Award winning labels both Flexo and Digital. World leading presses with impeccable finishing. We service Retail, Foodservice, Industrial and Pharmaceutical with Pressure Sensitive Labels.

Label management programs are a staple of our success

HIGHLIGHTS:

Over 25 years of label printing

Award Winning Labels

Short Run Digital < 500-50K

Long Run Flexo <30K-10Million +

Full Finishing

Laser Die Cutting

Unique and Challenging Applications are a speciality



GOOD FOOD MAKES
GOOD FOOD.

BREAKFAST SERVED ALL DAY
Break & Eggs (any size)

Breakfast Burger	\$4.99	Breakfast Burger & Eggs	\$5.99
Breakfast Sandwich	\$4.99	Breakfast Sandwich & Eggs	\$5.99
Breakfast Burrito	\$4.99	Breakfast Burrito & Eggs	\$5.99
Breakfast Bowl	\$4.99	Breakfast Bowl & Eggs	\$5.99
Breakfast Omelette	\$4.99	Breakfast Omelette & Eggs	\$5.99
Breakfast Pancakes	\$4.99	Breakfast Pancakes & Eggs	\$5.99
Breakfast Smoothie	\$4.99	Breakfast Smoothie & Eggs	\$5.99
Breakfast Yogurt	\$4.99	Breakfast Yogurt & Eggs	\$5.99

ICE COLD ROOT BEER

FROSTY
-15°C

Millwork.

Millwork.

HIGHEST QUALITY PRODUCT |

Every organization is different with unique goals, limitations and timelines.

We provide a full suite of traditional fixtures and custom manufacturing for everything wood or integrated with wood including metals, plastics, live edge, epoxy, burning, etching and engraving.

Everything is built with lifespan, quality and cost in mind. Nothing goes out the door to be installed without our 3 level quality check.

INSTORE FIXTURES |

Every organizations is different with unique goals, limitations and timelines. We provide sourcing of a full suite of traditional fixtures and custom manufacturing for everything from desk, walls, shelving and display to kiosks.

HIGHLIGHTS |

20 Year Journeymen
Full Wood Shop
Full Paint Shop
Trusted Install Teams
Project Management



Quality.

BUILT DIFFERENTLY |

Our team offers RnD, Design, Prototyping, Manufacturing and Install, Dismantle and Management of Hard Assets.

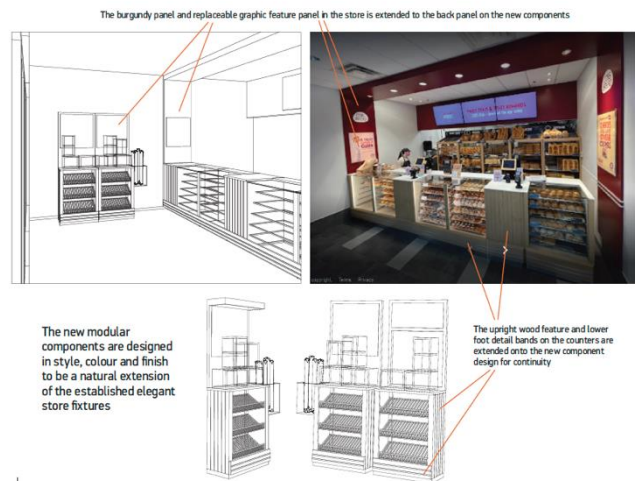
Including
Furniture MFG, Permanent and Modular Fixtures,
Cabinetry, Architectural Panelling, Interior Builds
and Renovations.

ENVIRONMENT BUILDOUTS |

These are stories of the impossible that become possible. Store, restaurant and new locations buildouts including high end architectural millwork to everyday shelves, tables, counters finished with end substrates.

Custom Dreamed, designed and manufactured

Cobs Prepackaged Merchandising COLOUR SCHEME / FINISHES



LIGHTING



Custom Built Experiences, ranging from 1000's to Millions of Dollars. Tailored to drive traffic, represent brand and own an unforgettable experience. 35 years in the making.

Exhibits.

Xibita.

A 30 YEAR HISTORY OF SUCCESS |

Our clients are driven to do more than simply arrive and occupy space.

They choose our team of expert designers, woodworkers, metal fabricators, painters and large-format print and finishing managers to create impactful, engaging and ownable experiences.

Our goals are your goals and our victories are your victories.

HIGHLIGHTS:

Over 50 Years of Experience
Award Winning Booths & Designs
Inhouse Creative & Manufacturing
Online Asset Management
Warehousing & Distribution
Install & Dismantle

CUSTOM OR MODULAR |

You don't have to settle.

Your tradeshow program has to make sense for your goals, budget, staffing, event frequency, footprint, experience, and include strategic decisions on ease of setup and reusability.

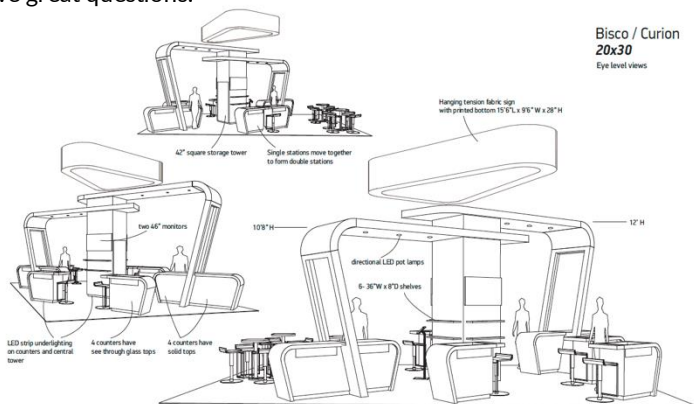
Our account managers will consult with you to create anything you want or you can use any of our stock items to create a dynamic visual and physical experience.



Imagine & Build.

We have great questions.

Our team will start a consult with you to internalize your design style, brand and then deliver line drawings, renderings and of course the final product – exactly as planned.



Bisco / Curion
20x30
Eye level views





Own the Experience.

WINNING DNA |

Award winning engagement in show and in the world.

Top: [Corona Recharge](#)

Middle: Cubic Farms

Bottom: Bergman Falk Color Cylinder

EVENT SERVICES MANAGEMENT |

We take care of everything aspect of your event program. Our logistics teams throughout Canada are on call to ship, receive, setup, tear down, repack and re-ship to your next location.

You will know the total cost of ownership ahead of time with customized reporting based on key performance indicators.

Custom Booths.



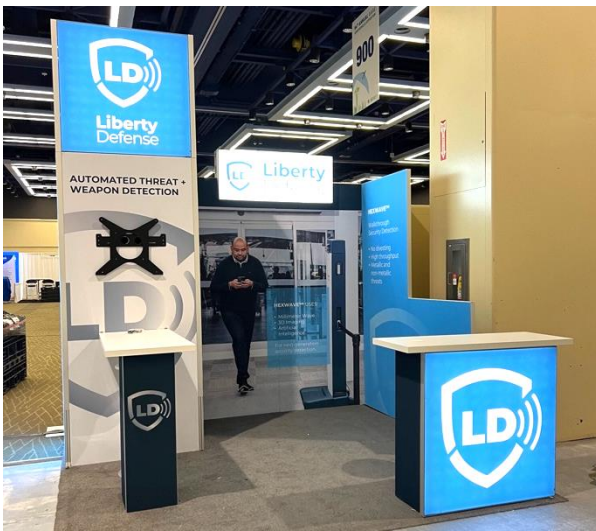
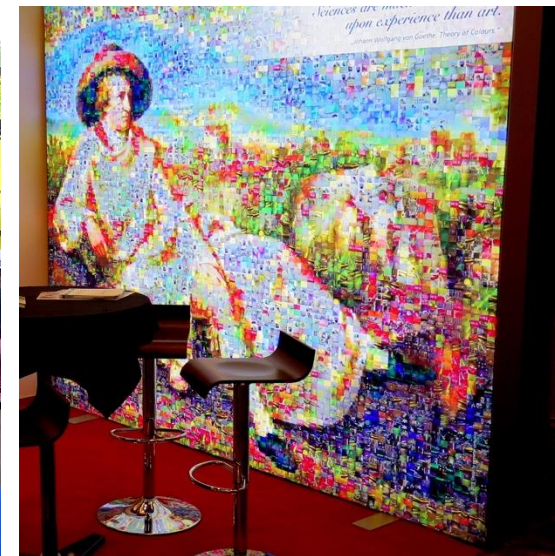
Custom Booths.



Tension Fabric.



Backlit & Beautiful.





Wide Format.

Tents & Events.

POP UPS |

All manner of tents, a-frames, flags, bannerstands signage, and displays meant to build out your brand experience.

Quick to market, beautiful to brand.

INSTALL & DISMANTLE |

Teams of professionals available from all over Canada who come into order services, setup, takedown and manage your entire Event or Tradeshow Experience.

ENVIRONMENT BUILDOUTS |

These are stories of the impossible that become possible. Store buildouts including shelves, tables, counters, wall wraps and signage.

Wrapping exterior staircases or buildings and manufacturing experiences where there were none.





Signage Services.

ONE STOP SOLUTIONS |

We service many national retail organizations, grocers and food companies with unique Instore Fixture needs. Our team offers a full service solution including RnD, Design, Prototyping, Manufacturing, Deployment and Management of Assets.

Highlights include:

- Inhouse Design
- Full Woodshop
- Trusted Install Teams
- Project Management

INSTORE FIXTURES |

Every organizations is different with unique goals, limitations and timelines. We provide sourcing and manufacturing of a full suite of traditional fixtures and custom manufacturing for everything from shelving and display units to kiosks.

BOULEVARD SIGNAGE |

Our Boulevard Signage Programs are available across Canada and are custom tailored to every locations. We know that 50% of people enter a location based on signage and have created unique solutions to expand the customer journey from the boulevard, to the parking lot to the entrance and through the store.

We consult on placement, then manage all permitting, sizing restrictions, install and changeouts.



Wide Campaigns.

CAMPAIGN ROLLOUTS

We've rolled out National Campaigns to 1000's of locations on tight and impossible timelines.

Our team will project manage, install and report on all of your Campaigns to maximize return on investment.

NATIONAL TIMELINES THAT WORK |

Our teams specialize in accountability to drive timelines.

We manufacture all wide format inhouse and direct source all additional operational fixture or promotional items that are backed by a national installation team.

DESIGNED TO SUIT |

The length of program, display type, purpose, product type, customer experience and location all play into design.

Our design team has worked with National Brands for years designing and manufacturing innovative, campaigns that make a difference.



Fleet Wrap Services.

PRECISION MIXED WITH ART |

We've wrapped Full Vehicle Fleets across Canada and all of them have them have succeed because of one thing. Detail.

Our team will consult you on design, rollout style and project manage all of your Fleet Vehicle Programs to ensure a streamlined business process.

We handle the details so you don't have to.

COMMITTED MANAGERS |

Your team will have dedicated project manager to

- Drive deadlines
- Coordinate installs
- Problem Solve
- Monitor details like date of install, vehicle make, model, year, proof of install pictures and vin number to maximize your return on investment.

SERVICE FOCUSED |

With so many moving parts we streamline your process working with your design teams, install teams and locations and fleet maintenance challenges if any of your vehicles get into accidents.

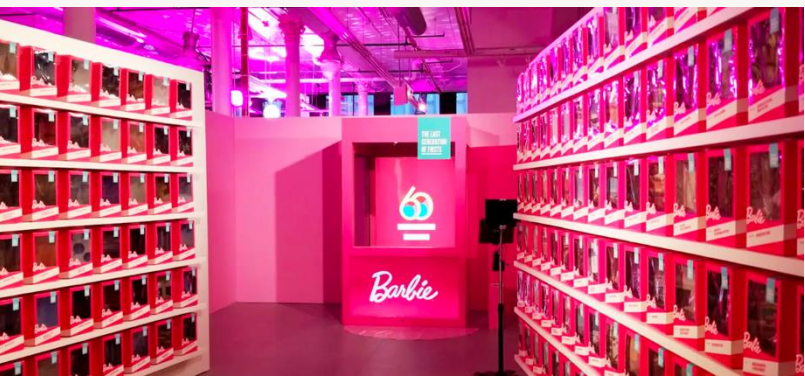
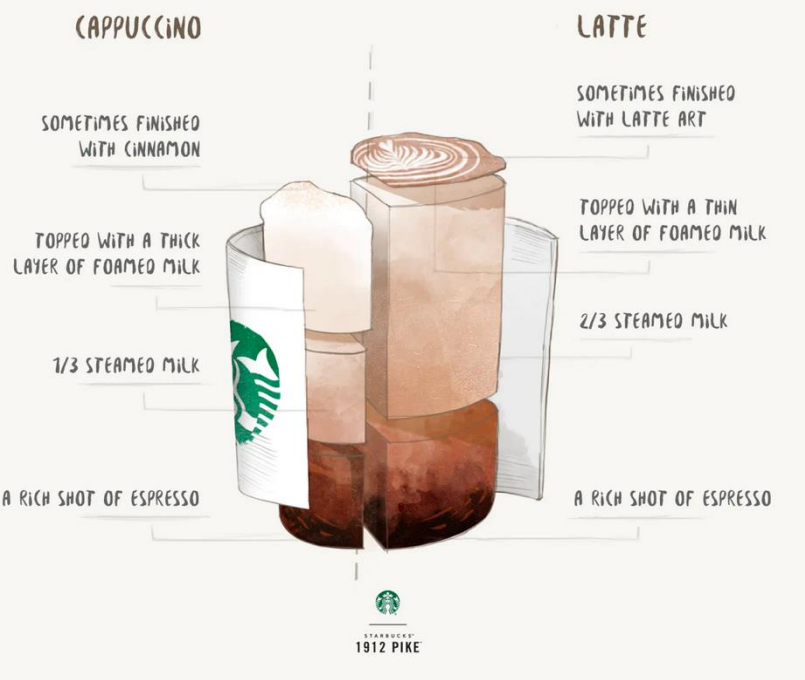
Dedicated staff and dedicated contacts.



atagonia

Bowery

Delivery.



Thinkingbox

Social Media Strategy & Management |

Full Suite Digital Design |

Full E-commerce Web & App Development |

Experiential Marketing and Event Creators |

Making the Impossible Possible |

We are an interactive production studio equal parts craft and curiosity.

A team driven by experiences that connect and resonate with audiences often through unconventional means. We produce digital and experiential stories for those in pursuit of imagination, intrigue, and ingenuity.

We've grown to span several key markets across North America, working both brand and agency-side. Our capabilities are diverse and technology-centric, but our roots lie in storytelling and communicating the brand ethos.

Within our portfolio of delighted customers you will find Brands like Starbucks, Lulu Lemon, Ford, Audi, Porsche, Google, Adobe, Paramount Studios, Verizon and Pinterest.



**Login.
Select Items.
Submit Order.**

Get it. Got it. Good.

Online Solutions.

Online Ordering |

Online Ordering sites are a must for multi-location, multi-division consolidation.

Through our strategic partnership we now have a 20 year history building custom online print ordering portals. We design and build simple user friendly solutions with flexible design parameters to meet the most complex requirements, while allowing you total control.

Our online ordering portal is completely tailored for consolidated online solutions.

Your site will be fully customizable to mirror your branding while being tailored to the specific needs and requirements of your users and management.

Online Portal Highlights |

- 24 hour online ordering access and Inventory review.
- Real time order confirmations.
- Same day shipping, quick delivery.
- Customized branded ordering site with full multi level authorization process.
- Fully customizable reporting through Crystal Reports including usage and inventory management reporting.
- Online proof creation and approval.
- Print on demand capabilities.



Locations.

Head office:

Burnaby, BC – 127 staff

Southey, SK – 12 Staff

Major Manufacturing:

Burnaby, Kelowna, Edmonton, Southey

Sales & Service:

Western Canada, Toronto, Ottawa, Montreal

Warehousing and Distribution:

Multiple Locations in Western Canada and Toronto.

3PL storage and distribution in Toronto and Houston.

Footprint

Over 163,000 sq. ft. of manufacturing & warehouse facilities.

Sustainability.

**SUSTAINABILITY
IS IN OUR
NATURE -
IT DETERMINES
THE WAY WE
OPERATE OUR
BUSINESS.**

- All of our virgin bond papers are Total Chlorine Free (TCF), 100% recycled stocks are Process Chlorine Free and our Carbonless paper is Elemental Chlorine Free, reducing the impact to the environment as much as possible.
- We buy paper and other materials locally when available. This reduces fuel consumption and emissions, while improving lead times and responsiveness.
- All inks are pre-measured and mixed using state-of-the-art digital ink mixers reducing the amount of waste ink produced. We also reduce waste ink by effective management of ink inventories.
- All chemicals are stored in sealed drums or containers to prevent evaporation and to protect our workers from vapor inhalation.
- We train our staff on new and upcoming sustainable media and best practices related to green initiatives.
- We recycle our rigid plastic waste from all our wideformat work.
- On all conventional presses, we use an alcohol-free solution. On UV presses, we run as little alcohol as possible to break water tension.
- We collect all used oil, lubricants, and metal plates for recycling.
- We dispose of hazardous waste materials safely. On average, we generate 4 forty-five gallon drums per year.
- We use cloth towels which are sent to a laundry service to be cleaned and returned to us for reuse.
- We recycle excess heat from our plate oven to colder areas lower heating costs.

*For a complete sustainability guide please request our War on Waste pdf.

A photograph of four mountain bikers performing tricks on a large, semi-circular wooden bowl ramp. The ramp is constructed from light-colored wooden planks. The bikers are wearing white long-sleeved shirts, dark pants, and blue helmets. They are in various positions: one is near the top left, another is near the top right, and two are lower down on the left and right sides. The background is a dense forest of green trees. At the bottom of the ramp, there is a wooden structure with a sign that reads "Red Bull JOYRIDE".

Results.



Solutions.

Reducing Touches & Increasing Value

We see 6 opportunities for savings that have been historically effective in multiple verticals.

Our strategies are simple.

Use data, testing and reporting to create high value solutions that impact your business.

- Solve Enterprise Level Problems Using Technology with all print in one source.
- Streamline Operations now and for the future
- Build Brand Consistency
- Drive Business
- Report and Refine Results to the goal of reducing TCO.
- Support our clients with people, processes and communication styles that work.

- **World Class Service**
- **Quality**
- **Single Source**
- **New Build Support**
- **Consolidated Billing**
- **Direct Mail Unleashed**

Benefit 1.

Only the Best

Problem:

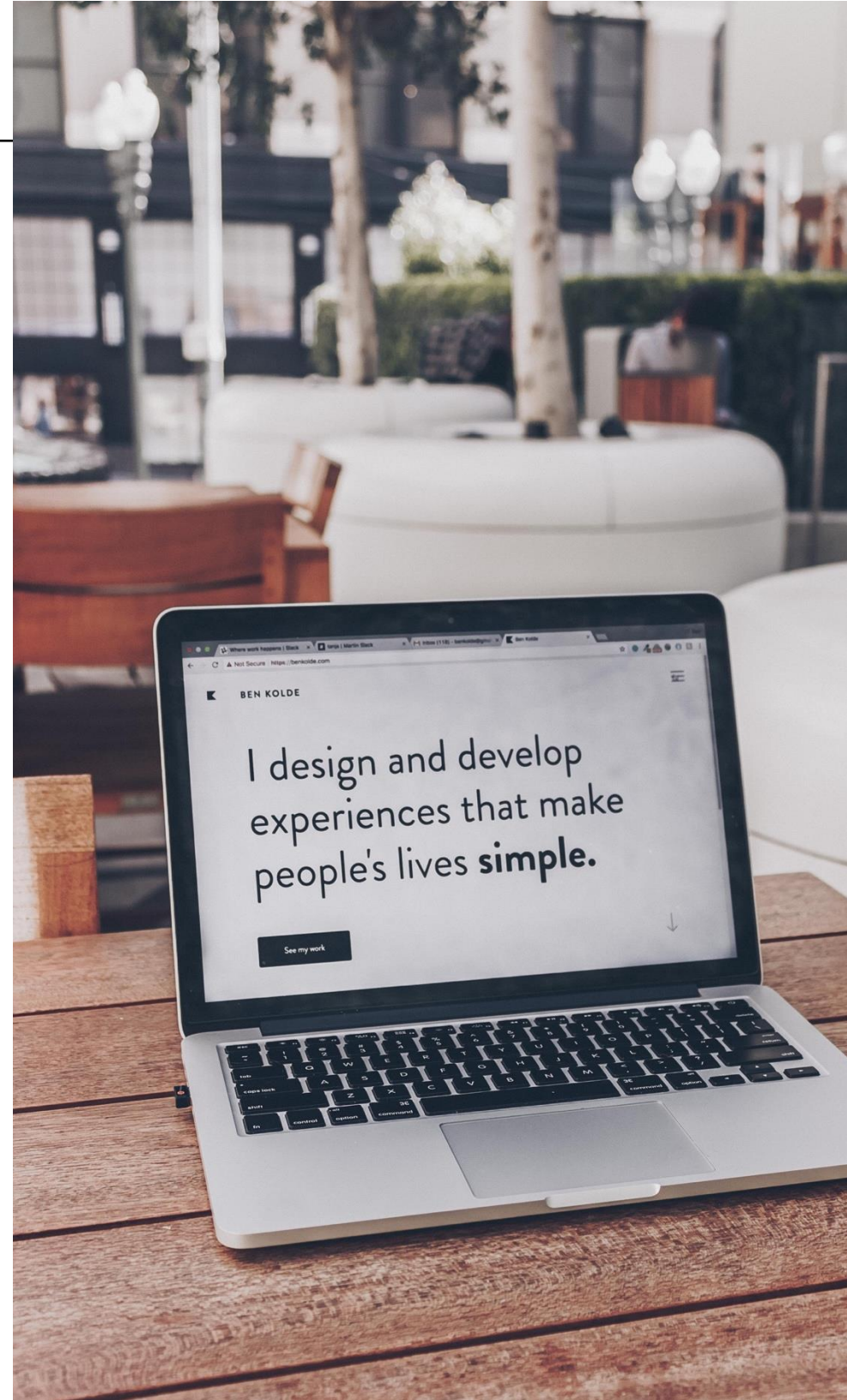
- We know that differentiation in the marketplace is a challenge.

Solution:

The WX First Communication partnership has a mandate to research, develop and simplify production for the most complicated and value-laden print manufacturing collateral. We consult on strategy, curate the best products and focus on building relationships with excellence.

We actively attract and employ the industries finest in each area of business.

- We are constantly training our teams.
- We are constantly sourcing or acquiring new companies and equipment.
- We tailor our future business plans to the future needs of our clients.



Benefit 2.

True Single Source

Challenges:

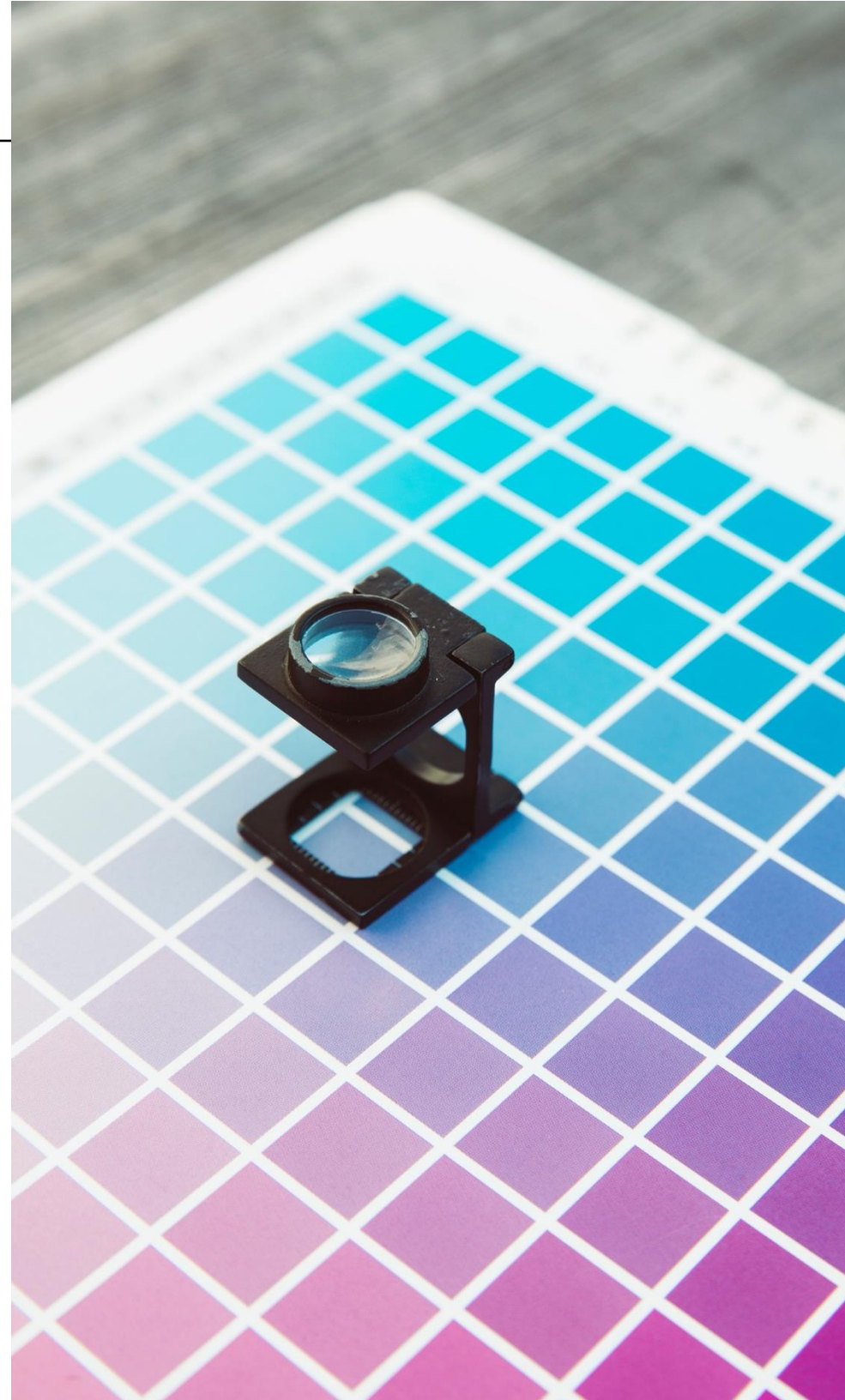
- Managing different brand suppliers across Canada in print, events, store builds, 3d party items, direct mail and
- Lack of understanding of spend and opportunities for leverage

Solution:

WX First Communication will audit and advise you on every area of your business related to print media.

Historically this activity has seen anywhere from tens of thousands to hundreds of thousands of dollars.

WKX is uniquely positioned with in house capabilities that aren't available elsewhere in one package.



Benefit 3.

Build Order

Problem:

- New location launches, programs or campaigns can be organized in an orderly detail orientated fashion to save time and money.

Solution:

We will audit your new stores builds or campaigns and consult on product launches to maximize value for dollar, standardizing materials and process for the best go to market strategy.

- One admin can manage multiple locations or associations like a mini procurement agent and our audits can be used for further campaign development
- Our team can integrate store rebrands with decentralized store level direct mail marketing campaigns to drive successful launches.



Solution 4.

Consolidated Billing

Problem:

- Multiple Single Invoices from Multiple Vendors
- Non standard invoicing layouts
- Lack of Understanding on Charges and Vendors

Solution:

Reducing overhead issues with manual billing we will consolidate all billing for locations or business units. Otter Coop Head office will receive a customized single monthly bill.

We have delivered an estimated 100K in savings by reducing the total volume of printers for one client who had upwards of 100 printers working for the group.

Example 100 invoices x 3 items x 30\$ per x 12 months (allowing for formatting issues, PO issues) = \$108,000 annualized vs 90 dollars a month to invoice a consolidated bill.



Solution 5.

Intelligent Shipping

Problem:

- Shipping Costs and Reporting on Actuals
- Managing multiple pieces of collateral

Solution:

- Group Shipping and Running for Campaigns and Operational Print. We will intelligently group shipments from various departments and do weekly store shipments to reduce total costs on inventory controlled items.
- Leveraged shipping rates from the Stern Group

The Math:

62 locations x 4 shipments of 5 total products (aisle signage, envelopes, marketing forms, campaigns, labels, store graphics, apparel) x 25\$ x 12 months

Vs Weekly or Monthly Shipping



Solution 6.

It's called Smart Mail

Problem:

- Direct Mail has always been clunky and problematic from a speed to market standpoint.

Solution:

- We now can give our clients access to a platform that will allow for a campaign to be created in 5 minutes.

Highlights:

- Able to be used by store level admins
- Upload your own data
- Can group run and stagger mailers
- Can save and rerun campaigns areas
- Free Data Cleansing with every mailer
- Quick access to Canada Post's Data for creation of customer profiles to create look-a-like audiences using your Data or buying lists.
- Proofing onsite, Manager Approvals if needed.



Case Study.

Consolidation

Problem:

- 100's of Vendors with Poor Brand Consistency
- 14 divisions
- Invoicing Issues
- Lack of process for inventory management and purchasing.

Solution:

We consulted on and rolled out a Cervus Rebrand while consolidating all print.

Training the staff by geography across Canada on their custom portal we successfully rolled out a print management program including a 600 Vehicle Fleet Wrap across Canada including in store graphics.

Streamlined Invoicing estimated by Cervus to be a minimum of \$100,000 alone.



Highlights of the
benefits that are
available.

Immediate Benefits.

- In choosing WX First Communication you have a proven dedicated team with a resource base unrivalled in Canada encompassing digital, print, event and site construction. You are investing in a partner of the future.
- Multiple Manufacturing Sites for redundancy.
- The highest service levels.
- Clear SLA's, KPI's, and reporting to build accountability and drive results.
- You take advantage of the existing and proven infrastructure of a fully customized online ordering portal with both printed material, 3rd party items, and event management to further simplify operations, build brand integrity and standardize process

- Inventory Report updates monthly or on request.

We know that Brand Consolidation inherently builds efficiencies in administration and spend by leveraging resources with streamlined Systems and we have history of managing brands with exceptional results. Our metrics will show an overall improvement in spend reduction, speed to market and total cost of ownership.

The future holds even greater opportunities for leveraging with unique selling propositions like digital media strategy integrated with events and print campaigns.



Final Thoughts.

Let's continue the conversation and agree upon the details and terms of how to win together through a mixture of consulting and pricing exercises.

We are committed to doing it right by listening, consulting and finally customizing the perfect solution for you.

Team First Communication

Contact us:

service@firstcomm.ca

306-539-0292