

# JH Bertrand's Competitive Guide for Resellers.

## Why we are your best choice as a supplier of booklet label products.

- **Rapidly growing label converter and print distributor customer base:** We are well known for our booklet label solutions to the trade which includes converters, distributors, resellers and brokers.
- **Product knowledge:** We have over 28 years of experience helping customers expand copy space. We offer more sophisticated answers. We'll grasp what you want faster.
- **Great Samples:** We have the best sample kits in the industry. We keep a large inventory of product samples. Chances are we have the sample you want to show your customer.
- **Easy to work with attitude:** You are in the trenches trying to get the order. We recognize that so we want your experience with us to be easy and comfortable.
- **Our attention to detail makes you look good to your customer:** We are very specification and detail oriented. We will explain the details to you which makes you look good and protects you from mistakes. Our order confirmations are 3 times more detailed than most confirmations we have seen in the marketplace.
- **You can "forget about it" shipments:** We pride ourselves on making delivery dates. You don't have to pester us to get the job out on time.
- **Wide variety of products:** We don't just make laminated foldout labels. We make a wide variety of foldout and booklet labels with lots of variations. A number of our offerings are patented. You'll be able to give your customers a more sophisticated and tailored solution.
- **Extensive partnership network:** We have a number of highly skilled and quality oriented trade partners who have patented products that we have special permission to resell. We have light mark-ups so don't worry about reselling them. We have done it for over 10 years with great success.
- **We'll help you find the competitive edge:** We understand the "nuances" that sell projects. Ask us. We have lots of ideas on how to solve customer pain.
- **Fair Price:** We put price last on purpose. We do cut our prices for resellers. Our product variety allows us to offer lower price alternatives. However, we don't sell on price. We prefer to sell projects that have strong competitive advantages. For example, customers with quality or delivery problems are excellent opportunities. We love opportunities where the customer is looking for more sophisticated constructions that nobody wants to make. If your customer wants to give the project to your company and is less price sensitive that's another great opportunity. I think you get the point!