Brand Expansion
April 20, 2016
Why expand the brand?

If we do not know who we are, no one will know how to deal with us.

The brand expansion project required that we honestly discuss and clarify our collective vision internally so that we can better explain the benefits of working with NCCO and its companies to our customers.
Brand is an experience

A few people can write the company’s brand promise, but it takes the entire workforce to fulfill this promise to the customer.

Each and every individual associated with an NCCO company has the power to either reinforce or contradict the company’s brand promise.

From the tone of a voicemail to the most widely distributed marketing campaign, all brand touch-points add up to a collection of experiences that send either a focused, consistent message, or a feeble and confusing message.
Consistent branding is a competitive advantage

All company offerings now reach beyond the core products of the past.

It is important that there is a managed source of brand assets to avoid confusion, or even contradiction, of brand messaging to our customers.

Consistent messaging and branding sends a message of strong leadership, vision, and commitment to our company values.
How did we get here?
Product Offering

Brand Fulfillment

Fire Suppression

DateIt

Pest Control

ServerPads

RegistRoll

Date Code Genie

Warewashing

Grab & Go Labeling

Laundry

Custom Printing

Water Softening
# Business Model Decisions

<table>
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<th>POS Essentials</th>
<th>Chemical Programs</th>
<th>Brand Fulfillment</th>
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<tr>
<td>GuestChecks</td>
<td>Warewashing/Laundry</td>
<td>Custom Printing</td>
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<td>Server Pads</td>
<td>General Cleaning Products</td>
<td>Grab &amp; Go Labeling</td>
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<td>RegistRolls</td>
<td>Water Softening/Filtration</td>
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<td>Fire Suppression</td>
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<td></td>
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What is it?

Collection

Album

Medley

Network

Global Network

Family

Cartel
What is it?

the NCCO menu

POS ESSENTIALS
GUESTCHECKS™
SERVERPADS™
REGISTROLLS®
REGISTRIBBONS™

FOOD SAFETY SYSTEMS
DATEIT™
DATE CODE GENIE®

CHEMICAL PROGRAMS
WAREWASHING/LAUNDRY
GENERAL CLEANING PRODUCTS
WATER SOFTENING / FILTRATION
FIRE SUPPRESSION
PEST CONTROL

BRAND FULFILLMENT
CUSTOM PRINTING
GRAB & GO LABELING
CUSTOM LABELING

ADVANTAGE®
The NCCO Menu is the complete list of products and services available to the customer from National Checking Company, the parent company of NCCO International, Advantage Chemical, Dot•It and Planglow USA.
Brand Tools

We want our customers and suppliers to know who they are dealing with and what they can expect from us. Branded assets are the tools for accomplishing this task.

• Design
• Vision Statement
• Values
• Elevator Speech
• Tagline
• Business System
Design

Color bar
Utilizes a secondary color from the Advantage color palette to reinforce existing brand identity

NCCO menu
Creates a common set of products and services offered by each company in the enterprise so we’re all speaking a common language

Color Rhombus
Utilizes colors from each company, creating a unifying element

“an NCCO company”
Creates the connection to a name with longevity in the industry and establishes credibility for Advantage
Vision Statement

We are a family of companies who depend on each other to see what is possible and then dare to make it better.
Let’s review NCCO’s brand values:

Reliability and Integrity
Say and do what you mean. Mean what you say and do. Even when it is difficult.

Respect for the Individual
Treat everyone with kindness, compassion and appreciate what makes them unique.

Passion for Excellence
Go above and beyond what is expected.

Innovation and Creativity
Create opportunities by being bold, disruptive and forward thinking.

Teamwork and Collaboration
Work together to achieve more.
Elevator Speech

“I work for Advantage Chemical. Our product menu consists of a variety of products designed to help the entire foodservice operation run more efficiently. These services include warewashing, water filtration, pest control and fire suppression; food safety products; brand fulfillment items such as custom printed labels and grab-and-go labels; and POS system essentials such as guest checks, register rolls and ribbons.

We are everything you would expect from a 110 year old company, and some things you might not. And we want to put the service back in foodservice, by making it easy for customers to obtain the highest quality products from the most convenient source.”
Putting the service back in food service
APPLICATIONS
January 21, 2014

Mela Dolamina
Level 2, 1 Ripley Street
New York, NY 1011

Dear Friend,

Following is an excerpt from The Mock Turtle’s Story.

‘Everybody says “come on!” here,’ thought Alice, as she went slowly after it. “I never was so ordered about in all my life, never!”

They had not gone far before they saw the Mock Turtle in the distance, sitting still and lonely on a little ledge of rock, and, as they came nearer, Alice could hear him sighing as if his heart would break. She pricked her ears: “What is his name?” she asked the Gryphon, and the Gryphon answered, very nearly in the same words as before, “It’s all his fancy, that; he hasn’t got no sorrow, you know. Come on!”

So they went up to the Mock Turtle, who looked at them with large eyes full of tears, but said nothing.

“Isn’t it old?” said the Gryphon, “she wants to know your history, she does.”

“I’ll tell it her,” said the Mock Turtle in a deep, hollow tone; “sit down, both of you, and don’t speak a word till I’ve finished!”

Alice thought to herself, “I don’t see how he can finish; I can’t sit down without quite certainly sitting on the top of the others.”
We are a family of companies who depend on each other to see what is possible and then dare to make it happen. We are everything you would expect from a 110 year old company, and some things you might not. And we want to put the service back in foodservice.

How you ask? By making it easy for customers to obtain the highest quality products from the most convenient source. It’s really that simple.

Review the new NCCO menu and make your selection.

www.nationalchecking.com
April 12, 2016

Office of the Chief Procurement Officer
Cook County Government
118 N. Clark St., Room 1618
Chicago, IL 60602

To Whom it may concern,

Thank you in advance for your kind consideration of Advantage for this proposal. Enclosed you will find our product match up along with pricing and all requisite documents as it pertains to this bid.

Advantage is a team of dedicated service professionals who believe every location has unique needs. We create a customized cleaning program to keep your location sanitary, safe and protected. Our highly specialized Service Advisors provide all service and maintenance of dispensers, as well as replacement parts as needed.

As part of our program, Advantage will work with you to ensure the correct products are being sourced and correct case packs are being purchased to help reduce inventory. When conducting site surveys prior to installation, we will identify problem areas and work with you to ensure that your facility runs smoothly. At the time of installation, we will train all staff to ensure the proper use of chemicals, dispensers and ensure that proper cleaning procedures are being followed. Also, at the time of install, we will provide SDS sheets for each item used as well as provide labeled spray bottles for all items that are dispensed. In order to expedite your installation process, we will remove all current chemical dispensers and box them up for you.

With a nationwide network of distributors, service technicians, and manufacturing facilities, there is no project too big or too small for Advantage to tackle. Advantage looks forward to partnering with you for all of your chemical needs, and we hope that we were able to provide all of the information that you need. If there is any other information that you need, please do not hesitate to contact us.

Thank you,

Jack Wheeler
Regional Sales Manager
Advantage Chemical

Enclosures: [SDS Information, Advantage Quote]

CC: [David Assay, Steve Berliant]
# 2016 ADVANTAGE CHEMICAL PROGRAM QUOTE

## DISHWASHING PRODUCTS

<table>
<thead>
<tr>
<th>ITEM #</th>
<th>Product Name</th>
<th>Name/Description</th>
<th>Case Pack</th>
<th>Monthly Price</th>
<th>Sales Price</th>
<th>MSRP Price</th>
<th>Back-Up Case</th>
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<tbody>
<tr>
<td>1139</td>
<td>SOLID DETERGENT</td>
<td>- COLD/HEAT MACHINE - SOLK</td>
<td>400 LBS</td>
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<td>1140</td>
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## S. CORP DISH PRODUCTS

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## MOP BINE PRODUCTS

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## B. ROOM TOAMENS

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<tr>
<th>ITEM #</th>
<th>Product Name</th>
<th>Name/Description</th>
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<td>1147</td>
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[CONFIDENTIAL]
Unification paves the way for expansion

Bringing together and associating these companies means bringing together the people, values, products, knowledge and capacities into a functional and profitable environment.

Strong leadership helps tremendously with this task but the day-to-day innovation, flexibility, creativity, understanding, hard work, playfulness, tenacity, and ingenuity that each individual brings to their work is the only way to successfully accomplish our collective goals.
What’s next?

New page on Advantage website about NCCO menu
Collateral and sales tools guidelines
Updated marketing and sales materials
Brand handbook
Brand workshop
We combined values, knowledge, and assets and have refocused to offer an expanded menu of product and services to our customers.

This has allowed each company to expand and obtain a larger customer base than ever before.

The brand expansion is your accomplishment
Instructions for setting up your Advantage email signature:

Click on this link: ADV email signature
Copy the contents of the new page that opens in your browser
Open the signatures panel in Outlook
Create a new email signature and paste your information into work area

Logo file for email signature:

Electronic letterhead:
ADV_letterhead
QUESTIONS