

EXPAND YOUR MARKET SHARE & **INCREASE YOUR BOTTOM LINE** WITH **EDGE** THE EDGE GROUP



LET EDGE MAKE AN IMPACT

Strong sales growth. It's certainly what every business wants. The challenge becomes how to capture new business quickly and cost-effectively in today's hyper-competitive environment. At Edge, we have a proven strategy to help you do just that.

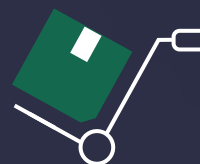
For more than 30 years, we've provided business opportunities for manufacturers in the datacom, CCTV/Security, low voltage, electronic MRO, and electronic OEM industries. Through a focused, team approach, we've helped manufacturers like you drive sales within the Edge distributor membership which consists of:



120+ INDEPENDENT
MEMBER COMPANIES



OVER 1,200
STOCKING LOCATIONS



\$250MM+ IN
INVENTORY



\$500MM+ IN MEMBER
PURCHASING

HOW EDGE CAN MAKE AN IMPACT

FACT: THE TOP 20 EDGE PREFERRED SUPPLIERS GREW 20% PER YEAR OVER THE LAST 5 YEARS.



ACCESS OPPORTUNITIES WITHOUT DISRUPTION

As an established supplier, you're certain to have sales channels in place. Edge allows you to expand your pipeline even further with a profitable sales channel that won't disrupt the structure you've already established.

FACT: FACT: EDGE SUPPLIERS UNCOVER NEW BUSINESS THROUGH EDGE MEMBER PRODUCT SWITCHES.



DISPLACE YOUR COMPETITION

Become the supplier of choice and knock out your competitors through Edge's Switch Program. A review of Edge member inventories allows us to identify competitive, non-Edge supplier lines. From this analysis, you are provided with a targeted member list of sales opportunities for your sales team to pursue. This means fresh distributor leads that have a need for what you have to offer.

FACT: MANUFACTURERS CONSIDERING CONSOLIDATION JOIN EDGE TO KEEP MARKET SHARE AND IMPROVE PROFITABILITY.



MAXIMIZE YOUR REACH IN THE MIDDLE MARKET

Relationships with middle market distributors can be very profitable but costly to manage. Partnering with Edge enables you to retain existing sales to middle market distributors in an efficient and cost-effective way. Build brand awareness with an entire customer base best served by these local and regional distributors.



HOW EDGE CAN MAKE AN IMPACT

FACT: EDGE MEMBERS HAVE MORE THAN 800,000 END USER CUSTOMER CONTACTS.



REACH END USER CUSTOMERS WITH MARKETING

From email marketing and digital brochures to catalog development and advertising, Edge member keep your name front and center with their customers. Custom created marketing material exclusively features Preferred Supplier products. The result? Increased brand awareness and more sales in local markets.

FACT: EDGE MEMBER PAYMENTS AVERAGE 27 DAYS.



RECEIVE PROMPT PAYMENTS

Timely payments are the order of the day. With our specialized accounting process, your finance department will quickly recognize Edge as one of your quickest pays. In addition, use of our single, electronic remittance file streamlines payment processing for your team.

FACT: EDGE HAS MAINTAINED A 95% DISTRIBUTOR RETENTION RATE SINCE OUR INCEPTION IN 1991.



BUILD A LOYAL DISTRIBUTOR BASE

The success of business hinges on personal relationships. With an Edge partnership, you have access to over 120 local, stocking distributors across the U.S. and Canada. These distributors have an expansive customer base and are viewed as the "go to" resource in their regions. Tap into the stability and presence Edge distributors have in their respective markets and build a loyal following for your products and services.



ACHIEVE

SUPPORT, GROWTH
AND PROVEN RESULTS
FROM THE MIDDLE MARKET

READY TO GAIN YOUR EDGE?

Let's work together to grow your existing distributor business and capture new distributor opportunities. Contact us today to put the Edge Program to work for you!

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