



Streamline & Scale Your Brand

A comprehensive guide on simplifying
the end-to-end management of your
brand — from creation to delivery.



Create elevated customer experiences with OneTouchPoint.

We're here to help you amplify your brand and deliver content and physical goods across (nearly) any channel, anytime, anywhere, while realizing bottom-line operational savings and increasing marketing effectiveness.

Our technology and solutions scale to meet your unique business challenges. Pick any — or all — the solutions to support your business.

And then we'll grow with you.



.....

Our Mission: We help organizations amplify their brands and deliver content and physical goods to their consumers and end users — anytime, anywhere and anyway.

Solutions designed with you in mind.

As a one-stop-shop, we provide purpose-built solutions and technologies that support marketers and procurement teams under one roof. We bring together local marketing and brand management capabilities, all seamlessly integrated with complete production capabilities to create an elevated brand experience across any channel — online, offline or in-store.

Marketing, content, & creative teams.

- Brand management
- Modular templates
- Asset management
- User access controls
- Fund management
- Local marketing
- Displays & POS



RESULTING IN:

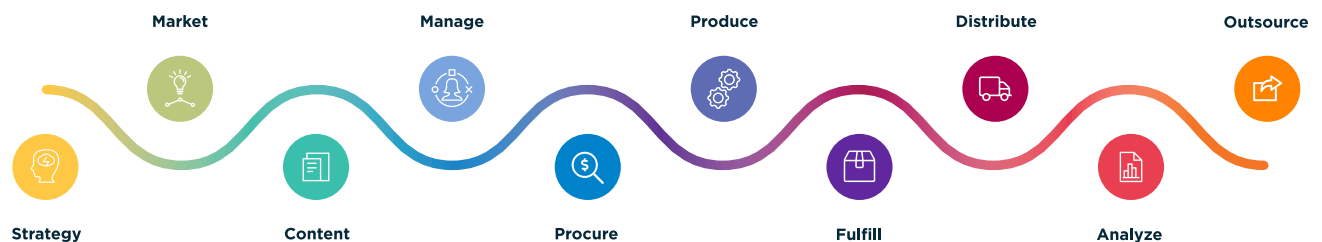
- ✓ Speed time-to-market
- ✓ Brand control
- ✓ Increased ROMI
- ✓ Enhanced brand experience

Supply chain & procurement teams.

- Tech pubs & documents
- Revision management
- Make & hold programs
- Vendor managed inventory
- All things print
- Kitting & fulfillment
- ISO certified³

RESULTING IN:

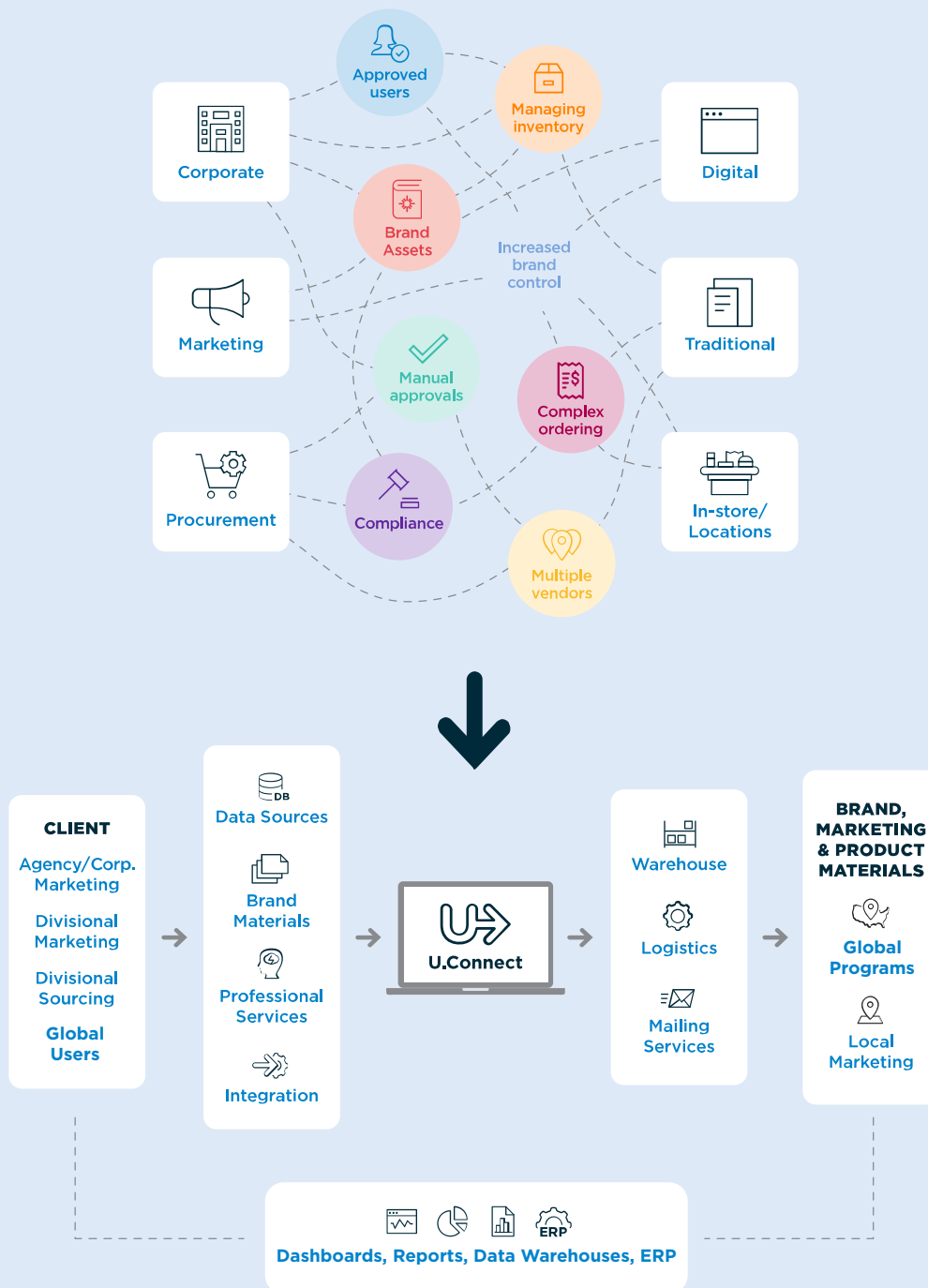
- ✓ Speed time-to-market
- ✓ Eliminate inventory & obsolescence
- ✓ Improve cycle times & cash flow
- ✓ Seamless integration



³ ISO:9001:2015 - Facilities Certified: Hartland, WI

U➔ It's chaos, streamlined.

U.Connect is the powerhouse technology behind all OneTouchPoint solutions, integrating our comprehensive brand management and marketing services (from asset and fund management, to ad builders and more) — all of which is **fully integrated with our powerful production, fulfillment and distribution capabilities in one technology platform.**



Tech-driven by U.Connect

How it works.



Our flexible technology is designed for you to leverage only the solutions and modules that meet your unique business challenges today — then easily add for tomorrow.

And with open API connections, we can integrate with other technologies and data sources.

Brand Management

Keep your brand & content in sync across the globe.



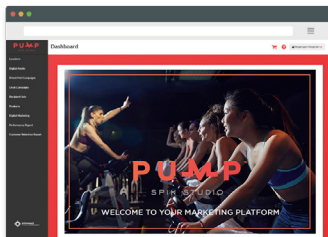
33%

Consistent brand presentation drives an average **revenue increase of 33%**. And yet, less than 10% of organizations say their brand presentation is very consistent.⁴

Your all-in-one brand management tool — U.Connect.

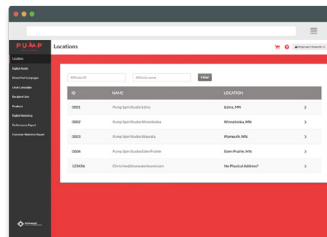
Our comprehensive brand management platform, U.Connect, ensures marketers have full control over design, copy, premiums, quality, production, distribution and budgets — all while empowering local channel partners to localize and customize assets, execute on corporate-approved local marketing campaigns, and order on-demand.

Tech-driven brand consistency.



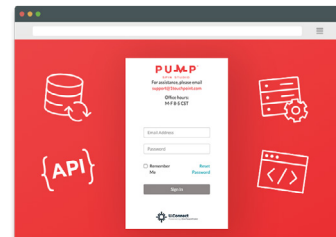
Single Source of Truth

One location, accessible 24/7/365 for all your branded assets, with only the latest, approved versions available to approved users.



Rights Management

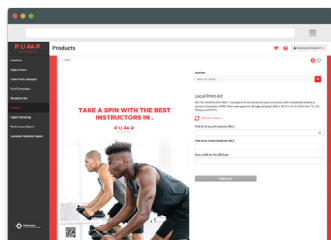
Govern everything at a user level — from what users can access, assets they can order, approvals needed, budget dollars and more based on your business rules.



Integrations & APIs

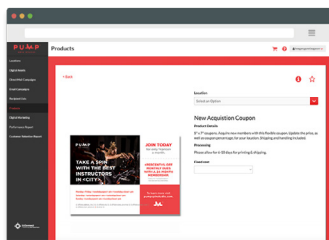
Fully integrated with in-house print, OMS, kitting, warehouse & distribution systems, or leverage 3rd party APIs to connect to leading platforms.

⁴ Source: Inc. and Lucid Press



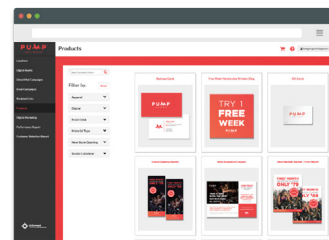
Locked Down Templates

Set what can (and cannot) be changed at an asset level with modular templates, ensuring users change only what you allow.



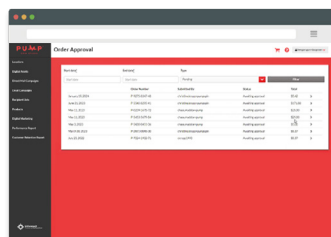
Self-Service — 24/7/365

With a self service online store, marketing simply adds assets, content & goods — then users log in, find, localize, order and pay. One-off marketing requests? Zero.



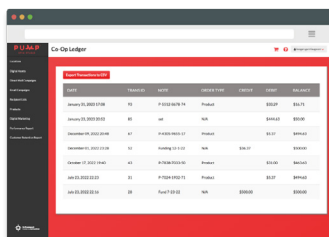
Manage Assets & Content

Leverage technology to manage global corporate assets, content and physical goods — from traditional marketing assets, social media ads, radio ads, imagery, to event swag and more.



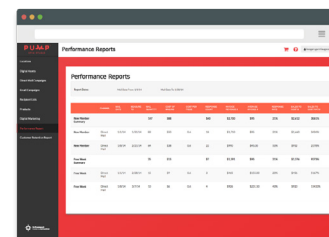
Set Custom Workflows

Our flexible marketing platform allows you to set workflows — such as approval processes and shipping options — ensuring you have final say.



Fund Management

Set budgets at the individual level — then go a step further and set business rules based on specific assets or goods. It's your business rules, automated.



BI & Analytics

Analyze business performance — from asset usage, order patterns, to spending at local and national levels — allowing for data driven decisions.

digital
A home for all your branded content & assets.



Ads (print & digital)



Branded content



Brochures



Data sheets



Digital content



Email templates



Fact sheets



Kits (customizable or pre-set)



Logos



New store opening kits



Photography



Presentations



Product manuals



Promotional items



Sales collateral



Signage



Social media templates



User manuals

➔ More than 850,000 assets are managed by OneTouchPoint.

Marketing Services

A full suite of marketing services at your fingertips.

Create, build, set and then monitor localized multichannel marketing campaigns and empower sales teams, internal users, and/or dealer networks to execute pre-set local campaigns by leveraging traditional, social, and digital channels. **You keep your business on message and brand. Your users can easily execute your approved campaigns — no marketing experience needed.**



Local marketing made easy.

20x

Location-specific digital ad campaigns are **20x more effective** than traditional banner ads that are not location-based.⁵

- ➔ **Simplify your marketing with a single platform.** U.Connect lets you take control of your brand by giving marketers access to a turnkey multi-location, multichannel marketing solution in one place — for digital marketing, print-on-demand, signage, direct mail, promotional items, custom kits, and more.
- ➔ **Leverage pre-set campaigns.** Local users tap into pre-set, pre-approved corporate campaigns, and benefit from a buttoned-up strategy. This speeds time-to-market, reduces local effort and ensures a localized presence that meets brand standards.

⁵ Source: Entrepreneur

- ➔ **Maximize brand awareness.** Reach your audience where they are with integrated campaigns that pair digital channels with direct mail, Every Door Direct Mail® (EDDM), print, and other more traditional marketing tactics from one tech platform.
- ➔ **Capitalize on OneTouchPoint's expertise.** Take your ideas to the next level, keep your project on track, and put it all in motion with a go-to partner with over 20 years of experience executing local digital marketing experiences for multi-location organizations.

66%

Google data shows that **66% of people** want ads customized to their location.⁶

500%

"Near me" mobile searches that contain a variant of "can I buy" or "to buy" have **grown over 500%** in the past two years.⁷

Key marketing capabilities.

| | | |
|--|--|---|
| Direct Mail <ul style="list-style-type: none"> ✓ U.Connect secure communications ✓ EDM ✓ Personalized & variable direct mail ✓ Integrated list purchases (Acxiom) | Design & Creative <ul style="list-style-type: none"> ✓ Strategic consultation & planning ✓ Best practice guidance ✓ Display ad strategy & creative ✓ Performance monitoring ✓ Localized targeting / geotargeting | Digital Marketing <ul style="list-style-type: none"> ✓ Paid search ✓ Retargeting ✓ Social advertising ✓ Display ads ✓ Dynamic local pages ✓ Microsites |
| Traditional Marketing <ul style="list-style-type: none"> ✓ Email ✓ List rental (Acxiom) ✓ Mailing services ✓ Premiums, promo items, wearables | In-store Marketing <ul style="list-style-type: none"> ✓ Displays ✓ POS | Local Marketing <ul style="list-style-type: none"> ✓ Strategy ✓ Management ✓ Execution |



Google Certified: Search & Display

^{6, 7} Source: Google

Print Services

The sky is the limit.





















We can print any project, large or small, locally or nationally. From design control, format, color, paper and quantity, to full-scale technology solutions that drive and manage your entire print program, we deliver solutions that provide maximum efficiency in product output, timing and cost.

And with six dedicated regional production centers and comprehensive finishing and bindery services, you can keep your entire print project under one roof — **eliminating the need for multiple vendors, saving you time and money.**



Key print services capabilities.

All things print: OneTouchPoint supports all of your print needs — and printing in-house reduces vendor management costs AND increases speed-to-market.

- | | | |
|--|---|---|
|  Postcards |  Marketing collateral |  Window graphics |
|  Direct mail |  Product information |  Temporary wall graphics |
|  Manuals |  Menus |  Pop-up banners |
|  Booklets |  Pre & post enrollment |  Floor graphics |
|  Stadium & event signage |  Membership engagement |  Trade show collateral |
|  Displays and POS |  Directional signage |  Vehicle wraps |
|  General healthcare materials (PII/PHI) |  Banners | ... And more. |

DISPLAYS AND POINT-OF-SALE (POS).

There's a lot of value with in-store and point-of-sale displays. OneTouchPoint helps customers through our robust marketing production capabilities empowering us to deliver eye-catching in-store and POS materials.

SIGNAGE WRAPS.

From exterior window clings to interior directional signage, we have a solution to meet all your brand's signage needs. Our vehicle wrap solutions will ensure your brand is highly visible while you are on-the-go.

PACKAGING.

Design the perfect packaging for your products and trust OneTouchPoint to bring your designs to life. We have all of the die cutters, folders, stitchers, gluers and binders needed to create your packaging masterpiece.

FINISHING.

Once your piece is printed, OneTouchPoint provides comprehensive finishing and binding services to create sturdy, bound print products.



Did you know that as much as 20%-30% of business' inventory is obsolete at any given time?⁸

By shifting to a print-on-demand (POD) solution, you save time and effort by eliminating the need to estimate quantities and manage the associated inventory. In addition, moving to POD allows you to bypass the need for warehousing, removing the risk — and costs — of obsolescence, improving cash flow, and paying only for what is used, all while allowing you to become more sustainable by ordering only what is needed.

In an increasingly cost-conscious world, let us help you find what best works for your business (and budget) leveraging our full arsenal of print, display, finishing capabilities — all tied into know-how and processes.

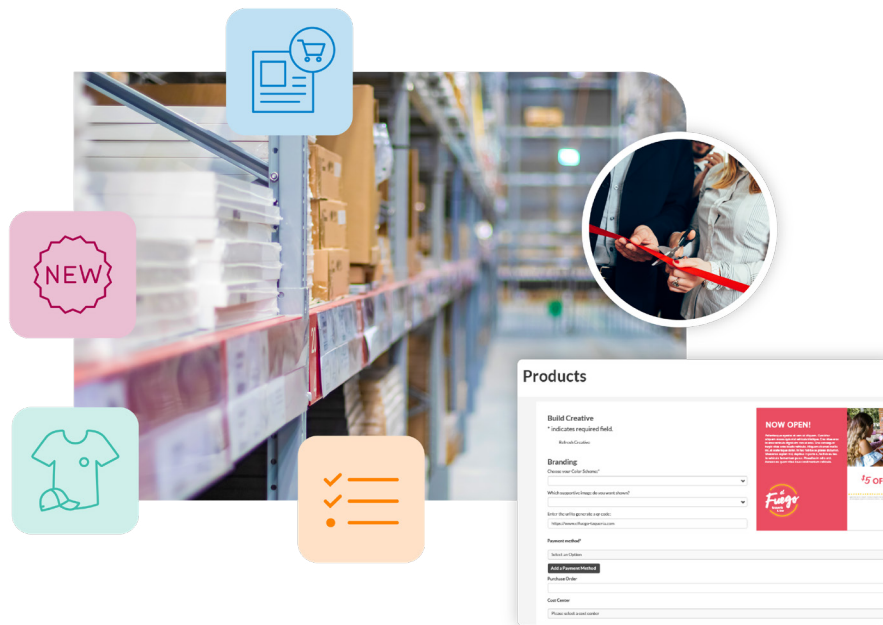


⁸Source: Netsuite Obsolete Inventory Guide: How to Identify, Manage & Avoid It

Kitting & Fulfillment

Turnkey services + one vendor = simplified management.

We are experts in order management, warehousing, fulfillment, kitting and distribution. Our full range of services ensures that your shipments are properly printed, kitted/bundled, and packaged accurately to get out the door and into your consumers' hands as quickly as possible.



Streamline processes (a.k.a. lower costs, save time).

- **Streamlined order management & fulfillment.** OneTouchPoint has state-of-the-art automated production processes.
- **Reduced vendor management.** Our seamless programs handle printing, kitting, customization, personalization, localization, and distribution of goods to your prospects and consumers.
- **Turnkey solutions.** Our turnkey fulfillment services include hand assembly kitting projects, pick-pack-ship fulfillment and online inventory control systems.
- **Secure data.** Our HITRUST, ISO, SOC 2, and HIPAA certifications — and our rigorous quality control and security processes — ensure your customer data is protected every step of the way.

At a glance — how our kitting and fulfillment works.



WAREHOUSING.

Our national network of climate-controlled warehousing and fulfillment services help you better manage your costs through inventory management and the quick, efficient distribution of marketing materials, product samples, new store kits and more.



KITTING.

We deliver a high rate of savings through on-demand, ready-to-ship static and/or dynamic kits.



FULFILLMENT & DISTRIBUTION.

We process thousands of orders and line items each day, direct to the consumer. Our ecommerce integrations, order expediting, tracking, and real-time inventory monitoring and management add additional efficiencies and savings for our customers.



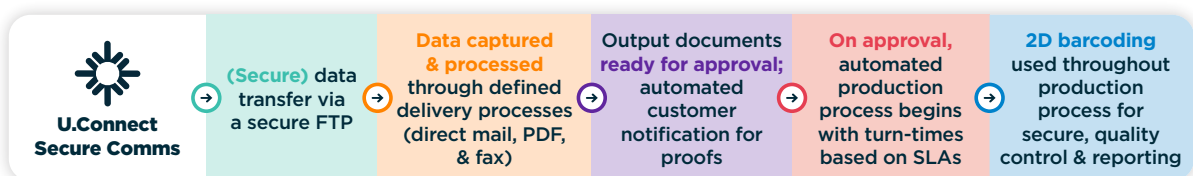
MAILING SERVICES.

With over 100 million pieces of mail passing through our facilities each year, we can help you navigate complex shipping and postal regulations and requirements.



U.CONNECT SECURE COMMUNICATIONS.

With our certified, best-in-class processes, our product streamlines the secure, automated processing of your PHI/PII from file receipt to delivery.



Managed Services

We'll handle your day-to-day.

Moving key aspects of your business to trusted partners can help reduce staff, speed time-to-market and reduce errors. As a BPO (business process outsourcer), we can augment staff with on-site programs, bringing efficiencies and domain expertise, while helping control costs.



Increase efficiency. Reduce errors.

- **Vendor-managed services.** We ensure your physical product inventory is inspected and appropriately stocked, maintaining minimal inventory levels based on your actual usage and business requirements.
- **Print, promo & paper brokerage.** Whether items are produced in a OneTouchPoint facility or by a trusted member in our strategic partner network, we can effectively manage all of your print and marketing collateral items.
- **Procurement.** An assigned program manager will offer both technical and administrative support in managing the print and marketing collateral procurement and production processes.
- **Print & mailroom management.** OneTouchPoint can staff and manage all aspects of your print and mailroom operations.

Business Intelligence & Reporting

Comprehensive reporting across all of our service lines.

Analyze datasets to reveal actionable insights so your teams can coordinate the most effective, data-driven strategies to meet your marketing goals.

- **Off-the-shelf reporting.** We offer comprehensive reporting across all of our service lines so you can drill down into your key business metrics.
- **Data analysis.** Break datasets into more specific incremental categories, understand how campaigns and assets performed (or didn't) and more.
- **Custom reporting.** From custom reports that dig into specific metrics, to data feeds and integrations with your ERP and CRM, you can receive data in the way your business needs.
- **360° view.** A single source of vendor data allows for comprehensive reporting, data feeds and CRM integrations that enable improved decision making.



About OneTouchPoint

From creation through distribution, OneTouchPoint combines decades of domain expertise with expansive nationwide capabilities to deliver exceptional brand experiences across all your marketing communications.

\$152M+

ANNUAL REVENUE

#1

US PRINTER

600+

DEDICATED EMPLOYEES

20+ Years

LOCAL STORE MARKETING

7

LOCATIONS

40+ Years

EXPERIENCE SUPPORTING BRANDS

\$30M+ IN RECENT CAPITAL INVESTMENTS

AS WE STRIVE TO CONTINUOUSLY EVOLVE OUR TECHNOLOGIES AND SOLUTIONS TO PROVIDE BEST-IN-CLASS PRODUCT OFFERINGS

3,000+ UNIQUE BRANDS

ALCOHOL & BEVERAGE • FINANCIAL SERVICES
FRANCHISE & RETAIL • HEALTHCARE
HEALTHCARE INSURANCE • MANUFACTURING

Our locations.



Why OneTouchPoint

- **Customer-centric solutions.** With over 40 years of experience, our technology, services, solutions and innovations are built around what we know our customers' business needs to be. We collaborate with them to validate our approach and ensure their business challenges are addressed.
- **Comprehensive, end-to-end offerings.** As a full-service provider, we make it easy for clients to engage with us as a one-stop solution provider, meaning fewer invoices, fewer vendors to manage, and increased transparency and visibility into what it takes to run your business.
- **Domain expertise.** Our teams have been there, done that. Our best-in-class industry practices and expertise drive real results for businesses of all sizes in manufacturing, franchise, healthcare, financial services, and alcohol & beverage. Don't know where to start? We can help.
- **Simplified management for distributed brands.** We understand the management complexities distributed brands face, and our integrated local marketing platform unwinds those complexities, simplifying the management of your entire brand.
- **Purpose-built solutions.** Our flexible technology, solutions, and team of experts bring multichannel marketing capabilities, brand management and production efficiencies together with a single platform, to create an elevated customer brand experience across any channel — online, offline or in-store.



Sustainability

We're committed to creating a more sustainable future.

OneTouchPoint is committed to taking steps to both address how we can increase our sustainability as an organization — through our processes and employees, as well as supporting our customers with products, solutions, on-staff consulting and sustainability certifications, for those who endeavor to become more sustainable across all, or a portion, of their marketing and brand efforts (and yes, this includes print marketing).

Our customer oriented sustainability initiatives.

As an FSC-certified partner (Forest Stewardship Council), OneTouchPoint is committed to creating a more sustainable future. Our team has decades of expertise and on-site expertise available to our partners, to help you meet your sustainability goals.

Reduce your environmental impact with technology.



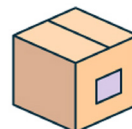
Leverage **100% digital workflows** using U.Connect, with digital templates, online proofs (meaning no print or paper waste), and then print-on-demand.



Reduce **obsolescence to nearly zero** with a digital asset manager, enabling teams to order only what they need, when they need it.



Minimize bulk runs and eliminate marketing waste on outdated collateral by using cost-effective **print-on-demand**.



Incorporate make and fulfill on-demand to reduce shipping emissions and **lower warehousing costs**.



Not ready to move fully digital? We can support you as you shift over. With our team, we can help you minimize bulk runs with a technology platform, printing only what you think you need (on eco-friendly paper) and store, then ship, only on request from the closest warehouse.

Customer-Driven

Dedicated to keeping your data secure.



G7 MASTER
QUALIFICATION¹



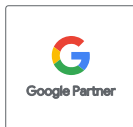
HIPAA
COMPLIANT



SOC2
TYPE II



ISO 9001:2015
CERTIFICATION²



GOOGLE PARTNER:
SEARCH & DISPLAY



3M™ MCS™ WARRANTY
CERTIFICATION



U.CONNECT SECURE
COMMUNICATIONS (FOR
RECURRING MAIL PLATFORM)



WE'RE COMMITTED TO A SUSTAINABLE
FUTURE—AND PARTNERSHIP

Corporate Goal (Goods & Services)

TO DATE

8% → 10%

ACQUIRED FROM
DIVERSE FIRMS

Core Values

- EXTRAORDINARY SERVICE
- INTEGRITY & TRANSPARENCY
- CONTINUOUS IMPROVEMENT
- OTP FAMILY
- TEAMWORK

Net Promoter Score Analysis



NPS
69

VOC
9.0/10

¹ G7 - Facilities Certified: Hartland, WI; Denver, CO


² ISO:9001:2015 - Facilities Certified: Hartland, WI

Your brand + content. Anytime. Anywhere. Anyway.



To learn more:

 1touchpoint.com

 800-332-2348

 info@1touchpoint.com

Press: KBA Rapida 105 UV

Ink: 4 color process + soft touch coating

Paper: Topkote 80# dull cover, 100# dull text

1TP-G-9000 (Rev 5/24)