



PRINT PUBLICATION

ORDERING GUIDE

SPR™



SPR is excited to launch our 2023 Catalog selection and ordering process. As we continue to move to a more digital experience, many end-users still enjoy the convenience of printed materials.

Our 2023 Catalog offering highlights our best SKUs across a myriad of categories that are organized into specific catalog options.

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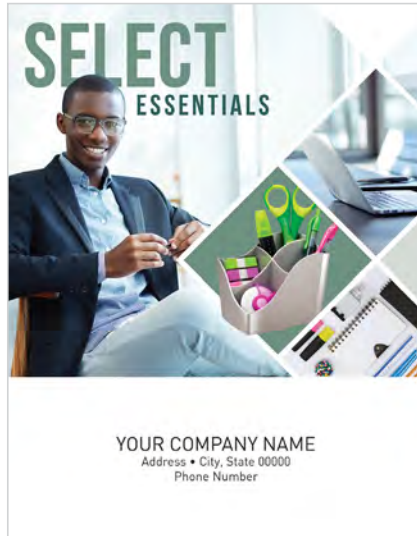
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SELECT CATALOG



GUIDE 01:



ESSENTIALS 02:

OPTIONAL INSERT:



PATRIOTIC 03:



ABILITY ONE INSERT

+ 96 pages of products that meet government procurement guidelines.

SELECT CATALOG

Highlights a "select" grouping of high-quality fast moving products your customers demand in office product and technology from preferred brands including a curated offering of our proprietary brands.

Timeline: JAN. 2023 - JAN. 2024

Pages: 352

SKUs: 7,800+

Min. Order: 250

Pricing: Lined Out List

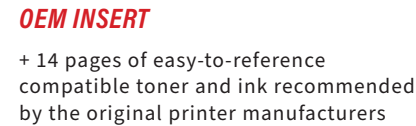
PRODUCT CATEGORIES

- > Art Supplies
- > Audio Visual
- > Briefcases
- > Clocks
- > Desktop Organization
- > Fans, & Heaters
- > Healthcare & Medical
- > Mailroom
- > Printer Supplies
- > Surge Protectors

CONTRACT SUPPLY GUIDE

YOUR COMPANY NAME
Address • City, State 00000
Phone Number

OPTIONAL INSERT:



CONTRACT CATALOG

Timeline: JAN. 2023 - JAN. 2024

Pages: 64

SKUs: 1,100+

Min. Order: 200

- *Standard Consumer*
- *Aggressive Consumer*
- *Lined Out List*

PRODUCT CATEGORIES

- ***Binders***
- ***Boards & Accessories***
- ***Facility & Breakroom***
- ***Calculators***
- ***Chairs & Chairmats***
- ***Markers & Highlighters***
- ***Shredders***
- ***Indexes, Labels & Flags***
- ***Printer Supplies***
- ***Computer Accessories***

CONTRACT FLYER



CONTRACT FLYER

Separate flyer released quarterly, perfect leave-behind tool for selling the most popular core office products where price is the biggest factor.

Timeline: QUARTERLY

Pages: 8

SKUs: 150

Min. Order: 250

Pricing: Flyer

Need more sales & marketing resources?

Be sure to ask your SPR rep. about our proprietary automated email program, **CAI** and the **ALL NEW MARKETING ON DEMAND PORTAL** (accessible through SPRadvantage.com).

JANSAN, SAFETY & BREAKROOM CATALOG



GUIDE 01:



FACILITY 03:



ESSENTIALS 02:

OPTIONAL INSERT:



KEURIG INSERT

for Keurig authorized dealers only

JANSAN, SAFETY & BREAKROOM CATALOG

Whether it's a large facility with many spaces or a single office, keeping those areas clean and safe is critical for your customers and their employees. With over 5,100 SKUs, the JanSan catalog offers all the cleaning, breakroom and facility solutions your customers demand.

Timeline: JAN. 2023 - JAN. 2024

Pages: 256

SKUs: 5,100+

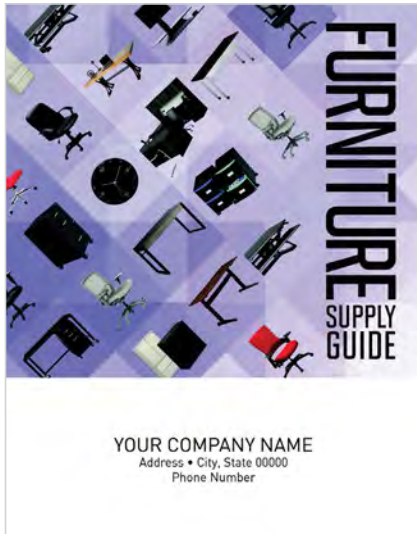
Min. Order: 100

Pricing: Lined Out List

PRODUCT CATEGORIES

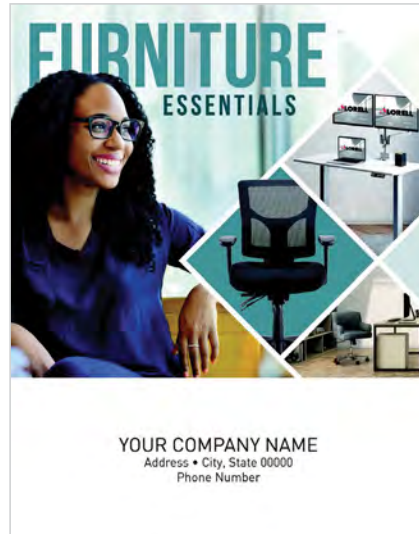
- > Cleaning Supplies
- > Skincare
- > Paper Products
- > Floor Maintenance
- > Waste Containers & Liners
- > Facility Maintenance
- > Packaging Supplies
- > Facility Supplies
- > Breakroom
- > First Aid
- > Safety & Security

FURNITURE



GUIDE 01:

When you choose us as your office furniture provider, you get a business partner who will help you every step of the way – from product designs and installations to guaranteed complete customer satisfaction.



ESSENTIALS 02:



OFFICE 03:

FURNITURE CATALOG

Features the entire assortment of furniture plus thousands of additional items available throughout the FurnitureAdvantage™ quick-ship program.

Timeline: JAN. 2023 - JAN. 2024

Pages: 432

SKUs: 15,300+

Min. Order: 70

Pricing: Lined Out List

PRODUCT CATEGORIES

- > Office Suites
- > Desks
- > Active Office
- > Conference
- > Training
- > Hospitality/Breakroom
- > Indoor/Outdoor
- > Folding Tables and Chairs
- > Soft Seating/Reception Seating
- > Task/Executive Seating
- > Conference/Training Seating
- > Chairmats
- > Education
- > Filing & Storage
- > Boards



LORELL 01:



LORELL 02:

DIAMOND DEALER BENEFITS: (EXCLUSIVE FOR DIAMOND DEALERS)

- Lorell® Diamond Showroom designation on the dealer locator at LORELLFURNITURE.COM
- Earn rebate and marketing dollars for all of your Lorell® sales
- Purchase showroom sample products at a showroom discount with extended terms.

Diamond Dealer designation requirements include:
Dedicating a minimum of 900 square feet of actual showroom to display Lorell® approved signage, displays and products to your customers.

For more details on becoming a Lorell Diamond Dealer reach out to your local SPR Rep.



LORELL 03:
(EXCLUSIVE FOR DIAMOND DEALERS)

LORELL® CATALOG

Introduce your customers to the brand that represents the best value in office furniture and accessories. Features the Lorell® custom fabric and finish quick-ship offering.

Timeline: JAN. 2023 - JAN. 2024

Pages: 160

SKUs: 2,500+

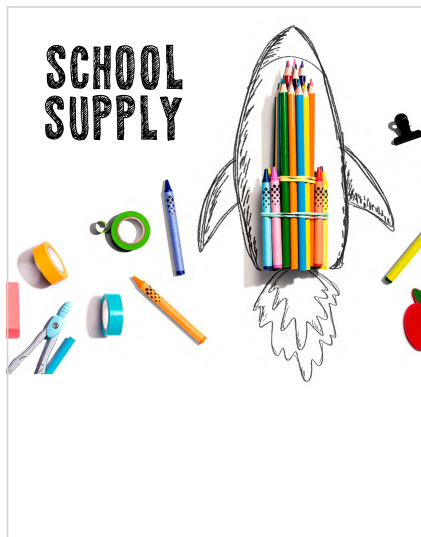
Min. Order: 100

Pricing: Lined Out List

PRODUCT CATEGORIES

- > Office Suites
- > Desks
- > Active Office
- > Conference
- > Training
- > Hospitality/Breakroom
- > Indoor/Outdoor
- > Folding Tables and Chairs
- > Soft Seating/Reception
- > Seating
- > Task/Executive Seating
- > Conference/Training Seating
- > Guest/Stacking Seating
- > Chairmats
- > Education
- > Filing & Storage
- > Boards
- > Desk Accessories
- > Lamps
- > Clocks
- > Fans and Heater

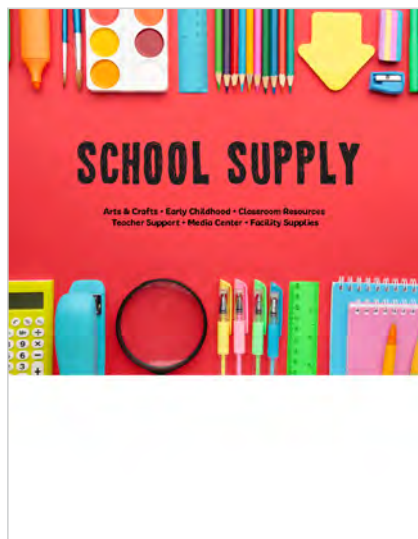
SCHOOL SUPPLY CATALOG



SCHOOL 01:



SCHOOL 02:



SCHOOL 03:

With our wide selection of essential educational products, we make it easy to transform any room into a productive learning environment that will help students succeed.

SCHOOL SUPPLY CATALOG

Ideal for schools, daycare centers and other educational institutions in your market. Features essentials both teachers and office administrators need.

Timeline: JAN. 2023 - JAN. 2024

Pages: 240

SKUs: 4,800+

Min. Order: 100

Pricing: Lined Out List

PRODUCT CATEGORIES

- > Arts & Crafts
- > Early Childhood
- > Classroom Resources
- > Teacher Support
- > Media Center
- > Facility Supplies

CUSTOM COVERS



CUSTOM COVERS

Let us create a custom cover and interior pages uniquely for your brand or submit your own design and we do the rest!

CALENDARS, APPRECIATION BOXES & DIRECT MAIL

AMERICAN LANDSCAPES 01



CUTE PUPPIES 02



CUSTOMER APPRECIATION BOXES



OFFICE SURVIVAL KIT 01

Make prospects smile when you deliver this box filled with creative survival resources to get them through a day at the office.

Size: 9" x 5½" x 1½"

Sold in quantities: 25

while supplies last.



THANK YOU BOX 02

The perfect gift to hand to a prospect when you meet them or thank customers who place their first order with you. Fill it with samples of supplies you sell along with a note of appreciation.

IMPRINTED CALENDARS

Give your customers an attractive calendar that shows your appreciation while keeping your name front and center throughout the year.



DIRECT MAIL SERVICES

With this program, you can focus your organization's energy on sales and follow-up activities. Just provide us your mailing list and leave the distribution of your catalogs and flyers to us. *Postage handling fees apply.*

(Direct mail not available for imprinted calendars or customer appreciation boxes.)



EVOLVE™ DIGITAL FLIP CATALOGS

- Use your custom cover to link to an interactive version of your catalog
- A 3-step Wizard makes building your Evolve™ publications a breeze
- Link to price files from SPR Advantage or load custom price files
- Refreshes quarterly with up to date manufacturer special offers, videos and rebate forms
- Mobile-responsive design provides excellent user experience regardless of device
- One annual fee provides access to all publications

EVOLVE™ SHOPPING CART INTEGRATION

- Make your online catalog link directly to your customer's shopping cart, so they can shop and add items to their cart and checkout directly on *your* website!
- Develop links to specific catalog pages and increase sales through page specific promotions.

(Integration is optional and is an additional cost per catalog)



***As the only truly independent,
full service, national wholesaler—***

SPR enables resellers to grow their sales and profit with minimal capital investment by providing a broad product offering of both branded and private label products at competitive pricing with next day or even same day fulfilment.



FULL LINE DISTRIBUTION CENTERS

**- Atlanta (2) - Baltimore - Birmingham - Boston
- Charlotte - Chicago - Columbus - Dallas
- Denver - Grand Rapids - Houston
- Indianapolis - Kansas City - Los Angeles
- Memphis - Miami - Minneapolis/St. Paul
- New York - Oklahoma City - Philadelphia
- Phoenix - Sacramento - St. Louis
- Salt Lake City - San Antonio - Seattle - Tampa (2)**

FURNITURE DISTRIBUTION CENTERS

Florida - New Jersey