



***2024 PRINT PUBLICATION***  
**ORDERING GUIDE**

**SPR™**

S.P. RICHARDS CO.

## ***Need more sales & marketing resources?***

*Be sure to ask your SPR rep. about our proprietary automated email program, **CA1** and the **MARKETING ON DEMAND PORTAL** (accessible through [SPRadvantage.com](https://SPRadvantage.com)).*



SPR is excited to launch our 2024 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 2024 Catalog offering highlights our best SKUs across a myriad of categories that are organized into specific catalog options.

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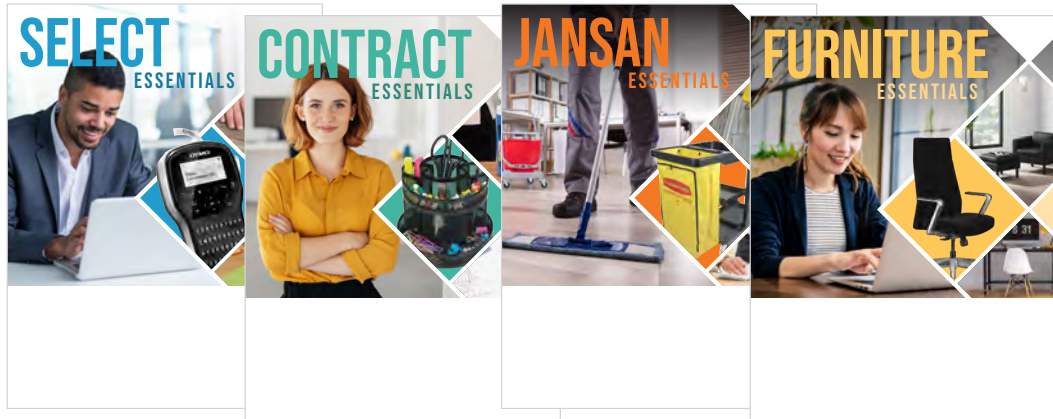
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### ***DIRECT MAIL SERVICES***

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 to us. Postage handling fees apply. (Direct mail not available for imprinted calendars)







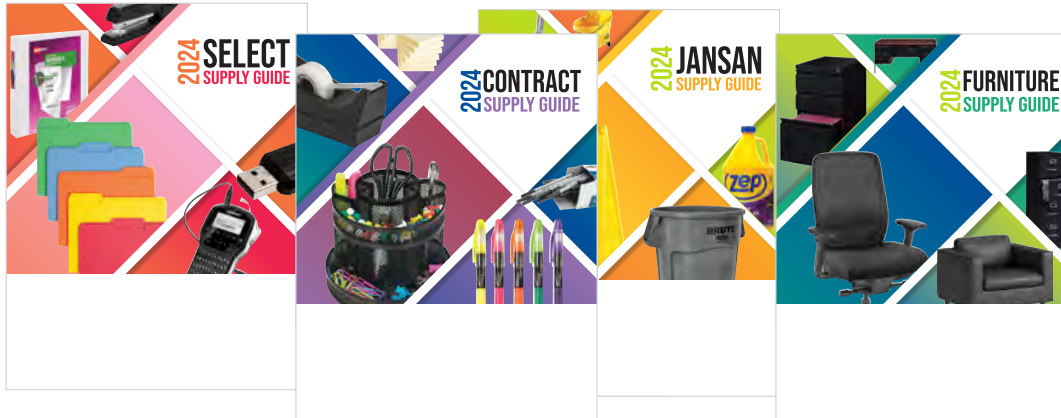
**STEP 1: CHOOSE A FAMILY OF COVER DESIGNS (PICK ONE)**

ESSENTIALS FAMILY  
SUPPLY GUIDE FAMILY

**STEP 2: CHOOSE OPTIONAL INSERTS  
(SEE PAGES 3-5 - CHECK ALL THAT APPLY)**

JANSAN/BREAKROOM INSERT: KEURIG  
SELECT INSERT: ABILITY ONE  
CONTRACT INSERT: OEM INK/TONER

SUPPLY GUIDE



**STEP 3: CHOOSE ADDITIONAL SPECIALTY COVERS/BOOKS**

GOVERNMENT COVER (FOR SELECT BOOKS ONLY)

LORELL 01  
LORELL 02  
LORELL DD (FOR DIAMOND DEALERS ONLY)

SCHOOL 01  
SCHOOL 02

GOVERNMENT



PATRIOTIC

LORELL



LORELL 01:



LORELL 02:

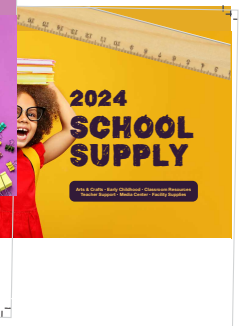


LORELL DD 03:  
(EXCLUSIVE FOR DIAMOND DEALERS)

EDUCATION



SCHOOL 01

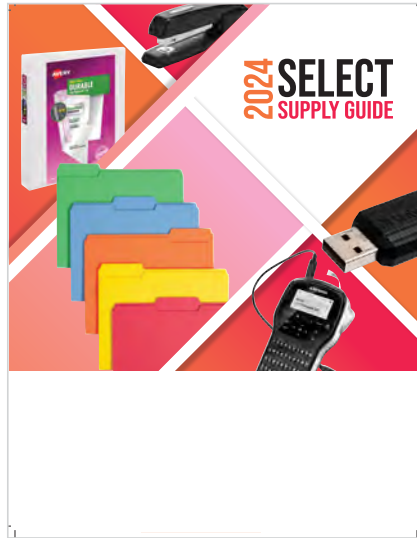


SCHOOL 02

# SELECT CATALOG



**ESSENTIALS**



**SUPPLY GUIDE**

**GSA OFFERINGS:**



**PATRIOTIC**



**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. 2024 - JAN. 2025

**Pages:** 320

**SKUs:** 6,000+

**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

Create a GSA Friendly Catalog by adding the AbilityOne section to help government employees find products that adhere to GSA office product procurement guidelines.



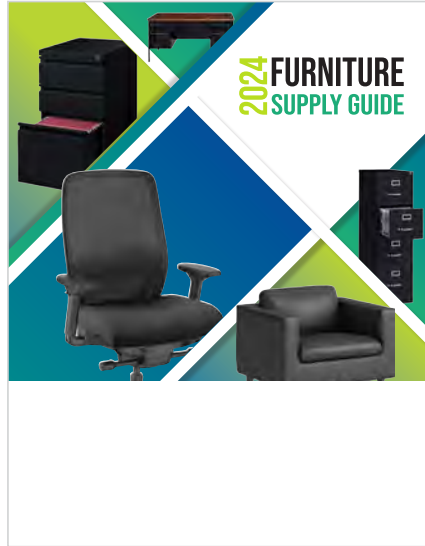




# FURNITURE



**ESSENTIALS**



**SUPPLY GUIDE**

*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.*

## **FURNITURE CATALOG**

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

**Timeline:** JAN. 2024 - JAN. 2025

**Pages:** 352

**SKUs:** 13,500+

**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](http://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 DD 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. 2024 - JAN. 2025

**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:**

*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. 2024 - JAN. 2025

**Pages:** 224

**SKUs:** 4,500+

**Min. Order:** 100

**Pricing:** Lined Out List

### PRODUCT CATEGORIES

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

# CUSTOM COVERS & CALENDARS

## 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!



## IMPRINTED CALENDARS

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



**YOUR IMPRINT HERE**



**YOUR IMPRINT HERE**



## 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

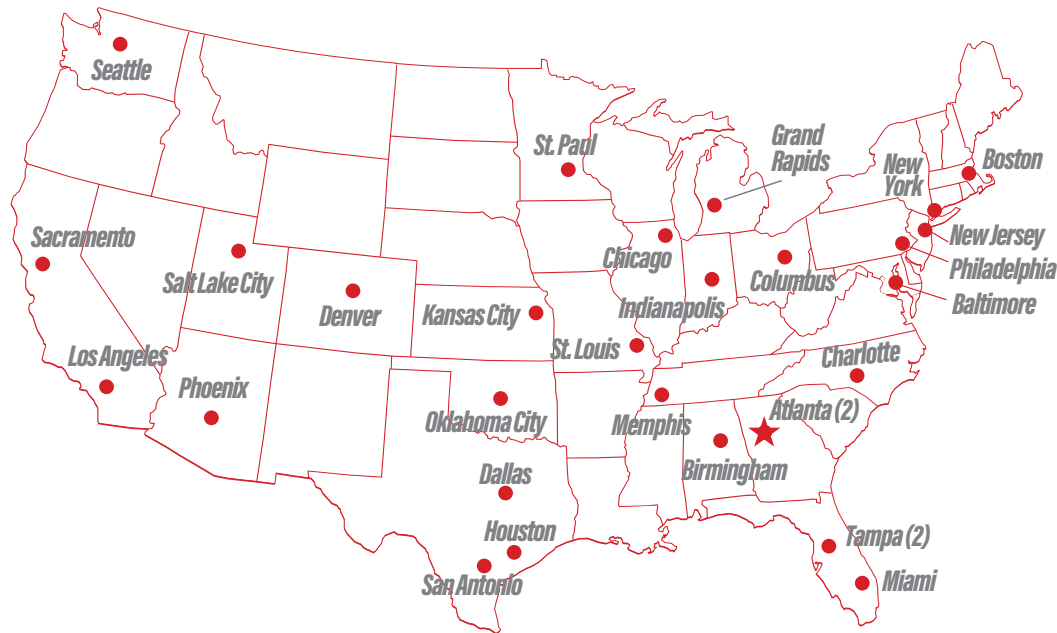
- Make your online catalog link directly to your customer's shopping cart, so they can shop and add items to their cart and checkout directly on *your* website!
- Develop links to specific catalog pages and increase sales through page specific promotions.  
*(Integration is optional and is an additional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



S.P. RICHARDS CO.

# *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