



AD

Together, we win.

The **power**, the **promise**, the **partnership of AD.**

We're a preferred supplier of AD, a dynamic, \$100 billion buying and marketing group comprised of strong independents and best-in-class manufacturers spanning nine industries in the construction and industrial product markets.

Collectively, AD members are bigger than any national chain, outpace overall industry growth, and are leaders when it comes to supporting brands and introducing new products to market.

As a supplier partner, our relationship with AD positively impacts our ability to improve our sales mix, drive new product sales and increase our top-line growth.

How our AD membership benefits us:

Our company benefits in many ways, including:

- **Go to market strategy** - Growing our business with independent distribution is an important element in our company's "go to market strategy." Quality independents help us grow our brand, increase our market share and often lead the way in supporting new product introductions. AD programs and services facilitate this activity on our behalf with many of the best independents in our industry.
- **Ongoing connections with decision makers** - AD helps us connect with many of the best independents at every level in their organization. The Annual AD Meeting is a one-of-a-kind gathering of key decision makers. AD Field Marketing Summits provide joint planning and problem solving support at the grass-roots level. AD online training and promotional support programs expand our reach on a highly cost-effective basis.
- **Joint marketing and planning support** - We support AD independents with competitive pricing, but price isn't the sole determinant of this group's decision making. AD programs and AD meeting venues focus on planning, marketing, partnership and mutual profitability.
- **Local service and support** - AD members are locally owned and operated, and offer a high level of personal attention to our end-user customers. Their local relationships with several of our most important end-users are deep and strong. We aren't obligated to sell every AD Member, but we look at each one with an open and objective mind.
- **Brand support and protection** - AD members aren't seeking to build in-house brands. When we work with AD members, we have a partner that will protect our brand from private label threats.

You are a critical component to this partnership and ultimately to our success. When you sell our products to AD's Members, you are making a significant contribution to our company's strategic growth objectives and long-term success.

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Learn more at adhq.com or connect with AD via Facebook and YouTube.

