



THE FLAGZONE 'VALUE PROPOSITION'

FlagZone is, by choice, committed to the Independent Flag Dealer community. Therefore, our success is largely dependent upon the success and growth of the Flag Dealers we support. FlagZone has enjoyed steady growth since its inception, primarily because more and more dealers have come to recognize that the FlagZone 'Value Proposition' offers them significant competitive advantages in an increasingly challenging business environment. FlagZone's 'Value Proposition' delivers to our customers a combination of Quality, Service and Price benefits that enable them to compete more effectively in their marketplace.

The specific benefits provided to a dealer will vary, depending upon individual needs, the characteristics of their particular business, and their level of commitment to the FlagZone program, but the bottom line is that we strive to position every dealer to be more successful by delivering exceptional VALUE.

VALUE = QUALITY + SERVICE + PRICE

Quality At every price point, FlagZone delivers the highest quality products available. In addition to the manufacturing process, quality is also reflected in other attributes such as product availability, materials, packaging, durability, warranties, etc.

Service FlagZone has a reputation for providing unmatched customer support and services. We believe that service encompasses far more than processing customer orders. We are constantly striving to help our customers meet the changing requirements of their markets by adding new services, delivery alternatives, packaging options, assistance with special bids, custom processing, etc.

Price FlagZone prices are always very competitive. And, we do our best to work with our dealers when special opportunities require that we refine our quotations, such as in the case of municipal and state bids.

When combined, the financial benefits of our Quality, Service and Price initiatives represent a significant advantage for FlagZone Dealers. Our Value Proposition is just one of the reasons that many of our customers think of FlagZone as 'the Dealer's Choice'.



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