



Company Store | Promotional Products

Two great solutions for controlling your brand image and creating better engagement

PromoCX™ is a branded promotional product solutions offering by Harland Clarke that provides total brand image control, creates quality engagement, and delivers additional revenue for institutions, organizations and businesses. Our fully managed solutions — Company Store and Promotional Products — make it easy to offer a great variety of high-quality, customizable promotional products to employees, customers and members.

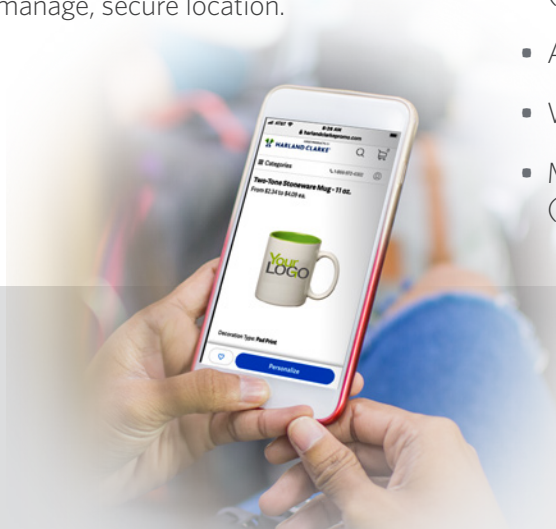


Company Store

Your brand is your identity. No one is allowed to use or change it but you. Your brand is critical to making a positive impression when promoting your business or institution.

What you need is total control of your branded merchandise. Harland Clarke can set up your own branded online company store that's fully supported and allows you administrative access to manage purchases branded with your logo.

Company Store from PromoCX™ provides you complete control of your brand guidelines to offer and distribute a great selection of branded, high-quality products to customers and employees from one easy-to-manage, secure location.



Benefits

- Worry-free management with dedicated support
- Convenient, one-stop shopping
- Kitting, assembly and fulfillment
- Great online shopping experience from desktop or mobile

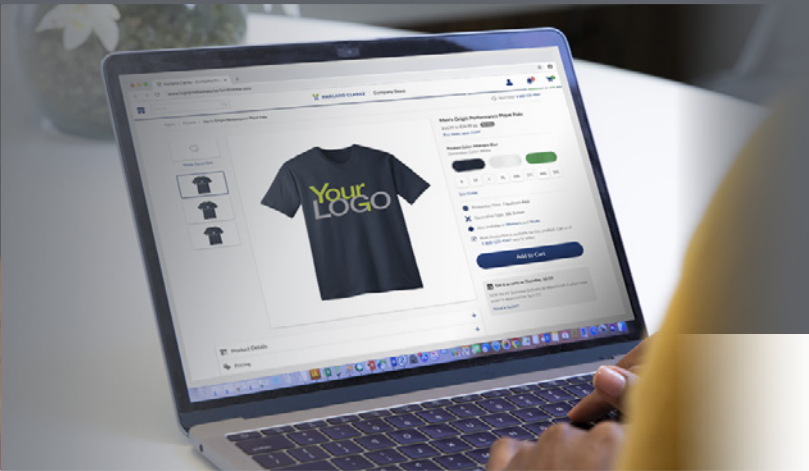
Opportunities

- Employee engagement (recognition, recruiting, onboarding)
- Account-based marketing programs
- Welcoming new customers/clients
- Marketing and events (conferences, trade shows, charity)

Presenting a brand consistently across all platforms can increase revenue by up to **23%**¹

¹ Vojinovic, Ivana, "50+ Eye-Opening Branding Statistics - 2020 Edition," smallbizgenius.net, August 2, 2019

43% of customers spend more money on brands to which they are loyal²



Promotional Products

Treat yourself to a new revenue stream.

Promotional Products from PromoCX™ is our mobile-optimized web-enabled solution that lets you offer consumers the freedom to choose from thousands of popular, high-quality products they can easily design and customize on their own. Promotional Products builds trust and loyalty, while creating a powerful new revenue stream for your company.

Aligning your brand to a whole new consumer base has never been easier. Your customers and members simply browse, shop, personalize and checkout. It couldn't be easier, except, maybe, for you.

Our solution offers a fully managed platform that's easy and convenient — we even handle production and delivery.

We set up a fully functioning promotional eCommerce website and you collect the profit. Promotional products are a great way to generate steady online sales, while expanding your offering to your consumer base.

Turn consumers into loyal customers and members with a unique, fun way to interact with your business.

72% of people believe the quality of promotional products reflects on the reputation of the company that distributes them³



² Fundera

³ 2019 Consumer Study (PPAI Research)

Enjoy the strategic benefits of control, quality and convenience

Leave a lasting impression

Offer customers and members a wide variety of popular and essential everyday items, like face masks, coffee mugs, water bottles, tote bags, t-shirts and more — from the very best brands, including Champion®, Calloway®, BIC®, totes® and Otterbox®.

Deliver an unforgettable online shopping experience for everyone

Ecommerce is the future and creating the best online shopping experience for today's digital consumers, as well as your employees, helps build your business and grow your brand.

In 2018, promotional products generated a record **\$24.7** billion in revenue⁴

Your brand is one of your most valuable assets

Distributing branded merchandise to employees, customers and prospects is difficult to manage and direct.

Take control of your brand image today with PromoCX by Harland Clarke.

⁴ Mittica C.J., "Promotional Products State and Regional Sales Report - 2019" Advertising Specialty Institute, April 14, 2019

Learn how PromoCX helps you control your brand image, create better engagement, and generate additional revenue

THE HARLAND CLARKE DIFFERENCE

At Harland Clarke, a single strategy drives everything we do. We help you better engage with your customers to keep you first in their minds. It is as true today as it has been for over 145 years.

Count on us for strategic, high-performance solutions designed to deliver superior customer experiences. We put our expertise, business insight, and best practices to work for you, driving bottom-line results every time.

With Harland Clarke as your partner, you have a single, trusted resource dedicated to executing on your business strategy and supporting your long-term success.

Call **1.800.351.3843**

Email **contactHC@harlandclarke.com**

Visit **harlandclarke.com/PromoCX**