

# Target Audience

- Decision Makers
  - Compliance (Legal Counsel, CFO, CEO)
  - Records Manager
  - IT Manager
  - Facilities Manager
  - Office Manager
- Purchasing Habits
  - Consistent purchasers
  - Need a good reason to try new products
- Demographic Profile
  - Primarily female (60-70%)
  - Purchases more than boxes
  - Has other responsibilities



# Vertical Markets



Small Businesses



Mid-Size Businesses



Legal



Medical



Auto Dealers



Casinos

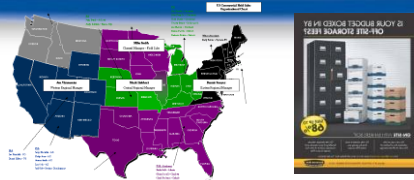
- Our key target markets have not changed
  - Small to mid-size businesses
  - Large companies that store records offsite
- High potential vertical markets include
  - Law Firms
  - Health Care
  - Auto Dealerships
  - Casino and Gaming Organizations
  - Accounting Firms
  - Banks

# Fellowes Pricing Strategy

- Good, Better, Best
- #1 brand at a competitive price
- Good consumer value
  - Superior Assembly and Construction
  - Trade up from private label > Drive higher ASP and more margin dollars
- Fiberboard prices have been stable since, so no price changes are anticipated



# Market Leadership



**Consumer Marketing & Field Sales**

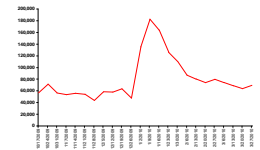
**Proprietary Manufacturing**

Capacity & Automation



**Category Management**

Market Insights & POS Analysis



**Quality Assurance**

Factory Ownership & Control



**Supply Chain Excellence**

Short Lead Time; IL & NV Warehouses



**Consumer Innovation**

94yrs of Innovation & Investment



**Environment Friendly**

