

## **Progressive Marketing**

### **Proposal Response – Alliance for Innovation (AFI)**

#### **Promotional Items, Branded Merchandise, Print/Marketing Collateral, and Related Services**

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#### **SECTION 4: VALUE-ADDED SERVICES**

- **Brand compliance services, template libraries**

To ensure brand consistency for every project, the Progressive Marketing team will maintain client brand standards by following clear space rules, imprint restrictions, and applying correct color values when necessary. We will ensure that all artwork follows “logo fits-well” guidelines, meaning the imprint chosen is the best balance of clarity, readability, and correct sizing for the selected product. We also utilize a multi-step proofing process (supplier proof, client approval, pre-production sample if requested) to ensure the customer and their Account Representative are aligned on product vision every step of the way.

Usually, artwork for imprinting is provided directly from our customer. We do have the ability to vectorize the artwork to prepare it for imprinting. Our team can provide artwork guidance and suggestions, to ensure the artwork or logo chosen will look spectacular on the product. If necessary, our staff is capable of basic graphic design needs (Canva and Illustrator), or we would be willing to work with the client to source an outside graphic designer for a necessary project.

- **Campaign kits and program management**

Progressive Marketing can provide assembled event kits or swag boxes. Many of our suppliers can kit, assemble, and package items before drop-shipping. We also have the capability to kit items in-house.

When available through the chosen supplier, we can offer branded packaging, custom printed inserts, personalized notes or cards, and special packaging configurations. These options vary by product and supplier but are always presented when feasible. We also have the capability to produce total custom packaging.

- **Sustainability options**

Progressive Marketing aims to make sustainable choices whenever possible. Some of our product offerings are made from recycled, biodegradable, compostable, or sustainably

sourced materials. We also try to use recyclable, reusable, and minimal packaging, such as Recycled Content Bubble Wrap (post-consumer recycled plastic), Envio Poly Mailers (100% post-consumer recycled plastic for single mail items), Recycled Content Polybags (post-consumer recycled plastic), and Biodegradable Bopp Film (meets requirements of international standard for biodegradability of PP (PAS 9017)).

We also offer many bulk packaging options for many of our products, reuse packaging when we can, and purchase boxes that are made from sustainably sourced forests. With all new and existing products, our packaging and compliance teams look for ways to reduce packaging from our suppliers, while also ensuring that all products remain protected during transport. Once the products reach our facilities, we unpack and handle them with the intention of reusing as much packaging as possible.

As a distributor, Progressive Marketing does not manufacture products directly, but we do work with many different suppliers who hold memberships, certifications, and recognitions, such as Sustainable Packaging Coalition, The Sustany Foundation, and World Vision. Many of our trusted suppliers leverage third parties to verify their emissions and continue to look for opportunities to bring down their energy use and make a focused effort to reduce their carbon and water footprint.

Progressive Marketing is a distributor, working with many different suppliers, which are dedicated to minimizing any negative impact on the environment when it comes to materials, production, and shipping. We can recommend, quote, and fulfill orders of items which are eco-friendly and made from recycled materials.

- **Reporting dashboards and spending analytics**

Upon request, Progressive Marketing can share periodic reports with purchasing agencies and stakeholders based on their desires. We can customize many reports and spend analytics as needed.

- **On-site/event support**

The Progressive Marketing team does have the ability to go on-site for many of our clients to participate in vendor fairs or one-on-one meetings as needed.

## **COMPLIANCE & RISK (PROMO-SPECIFIC)**

- **Product safety compliance where applicable**

Products on our online catalog have safety compliances, such as choking hazards and Prop 65 rules, clearly marked in their product description.

- **Clear disclosure of country of origin upon request**

Progressive Marketing is happy to provide clear disclosure of country of origin upon request for any of our products.

- **Data privacy controls for ship-to-many address lists and portal users**

Progressive Marketing maintains privacy of client data in any way we can. We don't do anything with ship-to-many address lists besides use them to fulfill ship-to-many orders, and the digital copy of addresses is kept on a secure, protected computer. Progressive Marketing does not take any additional data from portal users beyond what the portal itself collects, and Progressive Marketing only uses contact information provided for order communication, and occasional email updates on new and seasonal product suggestions.

- **Proof approval controls to prevent brand/typo errors**

Progressive Marketing employs a structured, quality-controlled proofing process on every order. Once the customer approves pricing on the formal quote, the Account Representative enters the order and begins the process for creating digital artwork proof showing imprint placement, imprint sizing, and colors. The Account Representative then reviews the proof and sends it to the client. Any revisions requested by the customer are communicated and updated. Once we have approval of the proof from the client, we then send the proof to the supplier/manufacturer and request they send us their proof for approval to ensure that they clearly understand what is desired by Progressive Marketing and our customer. Production does not begin until the client has given final approval of the proof. When requested and when time allows, Progressive Marketing can provide a pre-production sample to ensure absolute accuracy before full production. Because quotes are typically generated within 4-48 hours, the proofing process follows quickly, ensuring orders remain on schedule.