

Overcome the price objection and sell the Georgia-Pacific Professional Series Convenience Cases.

This product line can help you grow your business if you position these skus the right way to your target customers!

PERCEIVED BARRIERS

Existing sales model expectations hinge largely on the perception of a low price requirement.

PERCEPTION

"My customers look for lowest cost per sheet"

REALITY

Our target is convenience-minded and they are not as price sensitive. People pay for convenience!

EVERYDAY EXAMPLES OF PAYING FOR CONVENIENCE

Target customers will be OK with – AND are willing to pay a higher price for convenience.

Packaging Premium, Branded Product



2 Liter Bottle (67.6 oz)
\$1.67 \$.024/oz

140%
PREMIUM



8 / 7.5oz Cans (60 oz)
\$3.50 \$.058/oz

Pricing Source: Publix, ATL GA 9/28/14

Quantity Premium, Commodity Product



128 oz Jug
\$3.69 \$.028/oz

26%
PREMIUM



64 oz Jug
\$2.43 \$.038/oz

Pricing Source: Publix, ATL GA 9/28/14



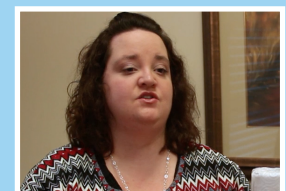
HEALTHCARE



FOOD SERVICE



OFFICE











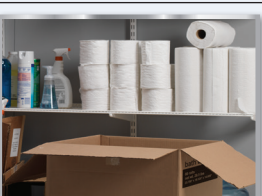

MULTI-UNIT

Listen to what
real customers
are saying.

[Healthcare Video](#)
[Food Service Video](#)
[Office Video](#)
[Multi-Unit Video](#)

Up front due-diligence for choosers-users is very important to identify target customers and ensure distributors understand this special customer's needs.

TOP QUESTIONS TO ASK AS PART OF SALES CALL DUE DILIGENCE:

<p>Excessive Inventory?</p> <p>Do some customers prefer to buy in bulk regardless –or– would they prefer not to have their cash flow tied up in supplies inventory so it is available for other business needs?</p>	 <p>EXCESSIVE INVENTORY</p>	 <p>EZ TO BUDGET</p>
<p>Difficult Handling or Limited Storage?</p> <p>Are cartons too big and bulky? Would customers prefer something smaller and lighter vs larger and heavier?</p>	 <p>DIFFICULT HANDLING</p>	 <p>EZ TO CARRY</p>
<p>Lost Productivity?</p> <p>Do customers have to take time to hand stack on shelves because cartons don't fit in the storerooms?</p>	 <p>LOST PRODUCTIVITY</p>	 <p>EZ ACCESS®</p>
<p>Are current solutions less than ideal?</p> <p>If they knew a better solution existed, would their customers be interested in products that supply a range of operational benefits that help save time and make managing their paper disposables easier/better than ever?</p>	 <p>LIMITED STORAGE</p>	 <p>EZ TO STORE</p>
<p>Quality, Image and Performance.</p> <p>Are these qualities important for customers, their clients, and employees?</p>	 <p>GENERIC</p>	 <p>IMAGE/QUALITY</p>

CUSTOMER PAY OFF

Designed for small business and businesses with storage constraints.

- **EZ to Find:** Clearly marked, color-coded boxes
- **EZ to Store:** Compact sizes makes it easier to tuck them into small cup boards and small spaces
- **EZ to Track:** At a glance, easy to see what needs to be ordered
- **EZ to Carry:** Small and light vs heavy and large
- **EZ Access®:** Two ways to use the packaging for smart storage: Hinged/Total Lid removal



DISTRIBUTOR PAY OFF

Georgia-Pacific Professional Series Convenience Cases help solve customers' problems while helping Distributors grow sales and loyalty.

- **Helps Increase Customer Acquisition & Retention**
- **Provides Customers One Stop Shop,** meaning larger order size & share of wallet
- **Loyal End Users Making More Trips**
- **Reduces Cost To Serve/Increased Margin/Sq. Ft**
- **Improves Truck & Warehouse Space Utilization**



RIGHT QUALITY & SIZE FOR BUSINESS™