



BUILDING ADVANTAGE STARTS WITH VISIBILITY.



MARKETING BROCHURE

WE ARE THE CREATIVE SOLUTION

- ◆ Marketing
- ◆ Order Gathering
- ◆ Shipping
- ◆ Resources



WELCOME!

TO THE FIRST STEP ON YOUR NEW JOURNEY



THE 3 C'S IN LIFE: CHOICE, CHANCE, CHANGE

You Must Make the Choice, to take the Chance, if you want anything to Change”

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ABC SUPPLY
1234 Main Ave, Supply, NY - 10001
WWW.ABCSUPPLYZ.COM - 1-888-555-5555

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ABC SUPPLY

CUSTOM CATALOG

Print custom catalogs with your brand, your pricing and your contact information.

A UNIQUE CATALOG AT A REASONABLE PRICE

Using Midland's newest catalog as a template, we can completely customize the look, contact information, and pricing to fit your company's needs. The process is simple and takes about a month to complete (times may vary due to the printer's schedule). Work with our designer to customize a catalog that is unique and properly represents your company.

Custom Catalogs have list prices so your sales team can use to sell to your customers.

OPTION A (FREE): CUSTOM DIGITAL

Our designers will work with you to create a cover that incorporates your branding. Choose between a Flip catalog, PDF or Both!

OPTION B: CUSTOM COVER CONTACT YOUR SALES REP FOR PRICING

Our designers will work with you to create a cover that incorporates your branding. Cover will be full color with black and white internal pages. No custom options for internal pages. No minimum quantity required.

OPTION C: BLACK & WHITE CUSTOMIZED CATALOG CONTACT YOUR SALES REP FOR PRICING

Your company logo and contact information will print on the footer of each page. Includes a full color custom cover with black and white internal pages. Minimum of 25 required.

OPTION D: FULL COLOR CUSTOMIZED CATALOG CONTACT YOUR SALES REP FOR PRICING

Your company logo and contact information will print on the footer of each page. Entire catalog is printed in full color. Minimum of 25 required.

GET STARTED TODAY

MidlandIndustries.com/marketing

UNION TEE		Part #		Thread size	A	B	C	Approx. Wt. Lbs.	List Price
28-024		1/8"		0.55	0.55	0.56	0.08	8024	
28-025		1/4"		0.78	0.78	0.68	0.17	8025	
28-026		3/8"		0.84	0.84	0.81	0.22	8026	
28-027		1/2"		1.09	1.09	1.00	0.43	8027	
28-028		3/4"		1.16	1.16	1.25	0.64	8028	
UNION FORGED TEE		Part #		Thread size	A & B	Body Width	Approx. Wt. Lbs.	List Price	
28-032		1/8"		0.56	0.56	0.50	0.06	8032	
28-033		1/4"		0.71	0.68	0.13	0.13	8033	
28-034		3/8"		0.81	0.81	0.16	0.16	8034	
28-035		1/2"		1.00	1.00	0.27	0.27	8035	
28-036		3/4"		1.16	1.25	0.53	0.53	8036	
28-023		1"		1.42	1.50	0.94	0.94	8023	

www.abcsupplyz.com



Toll Free Phone 1-800-555-5555

NEW E-COMMERCE SOLUTION

SIMPLIFY YOUR CUSTOMER'S BUYING PROCESS

TIMES ARE CHANGING - ARE YOU CHANGING WITH THEM?

The image shows a side-by-side comparison of a user's account page and a registration form. The left page is the user's account dashboard, and the right page is the 'Brass Catalog Shop Registration' form.

Account Dashboard (Left):

- Navigation bar: Home, Cart, Account, Profile, Orders, Invoices, P...
- Messages (?) section:
 - ✓ Your cart contains 3 item(s) [View Cart](#)
 - Please fill out your [Customer Profile](#) and Contacts.
 - [Register for your free ecommerce site!](#)
 - Brass Catalog is a new generic sales tool your salesmen can reference product pages for engineering approval - and - an extension of Midland
 - Quote of the Week:

Brass Catalog Shop Registration (Right):

Profile

* Field is required

Company Contact: Other [edit contacts](#)

* Contact Name:

* Company Display Name:

* Company Display Email:

Company Display Phone:

Company Display Address:

Company Display City:

Company Display State:

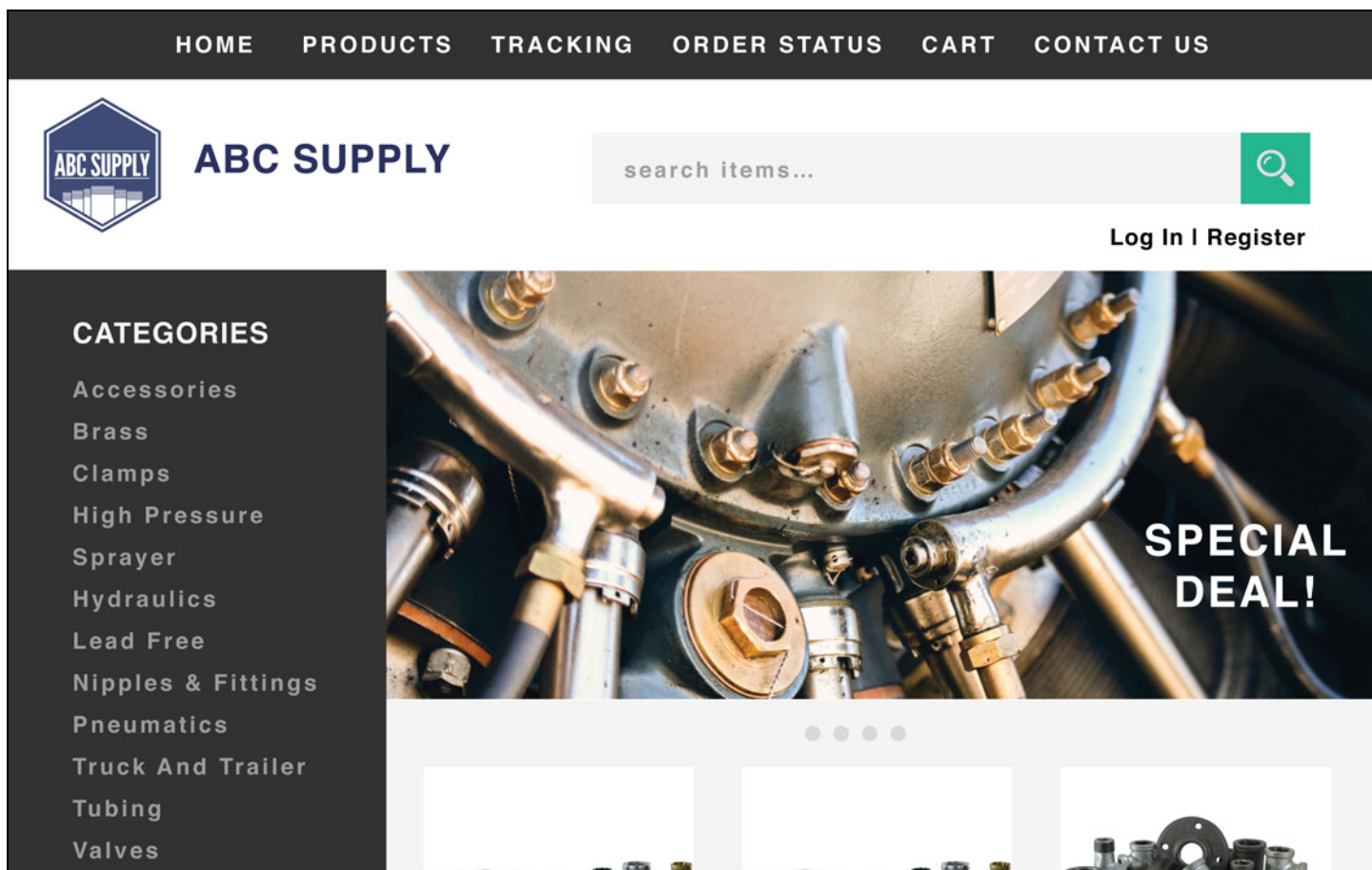
Company Display Zip:

* Link: shop.brasscatalog.com/

Current Logo:

REGISTRATION

Log in to your Midland account, click on "register for your **free** ecommerce site", fill out the quick form and you're on your way.



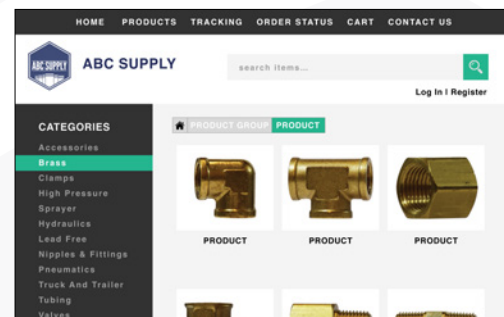
SHOP.BRASSCATALOG

Midland Industries will provide you with a fully functional branded E-commerce site, preloaded with every one of Midland's 40,000 items.

HOW IS IT USED?

Shop Brass Catalog (SBC) is an e-commerce platform we have developed for our customers to sell our products to their customers. Our customers can choose to have Midland fulfill the order or they can fulfill the order themselves.

SBC can be used as a Point of Sale system for showroom floor sales. Simply enter the order on the website while the customer is at the counter, get P.O. number from the customer and enter the order. Then simply use the site to log orders and bill them.



Product	Part Number	Quantity	Unit Price	Total
ITEM 1	ABC123456	<input type="text" value="100"/>	\$3.53	\$353.00
ITEM 2	ABC78901	<input type="text" value="100"/>	\$9.49	\$949.00
ORDER SUBTOTAL				\$1,302.00
ESTIMATED SHIPPING				\$22.73
TOTAL				\$1324.73

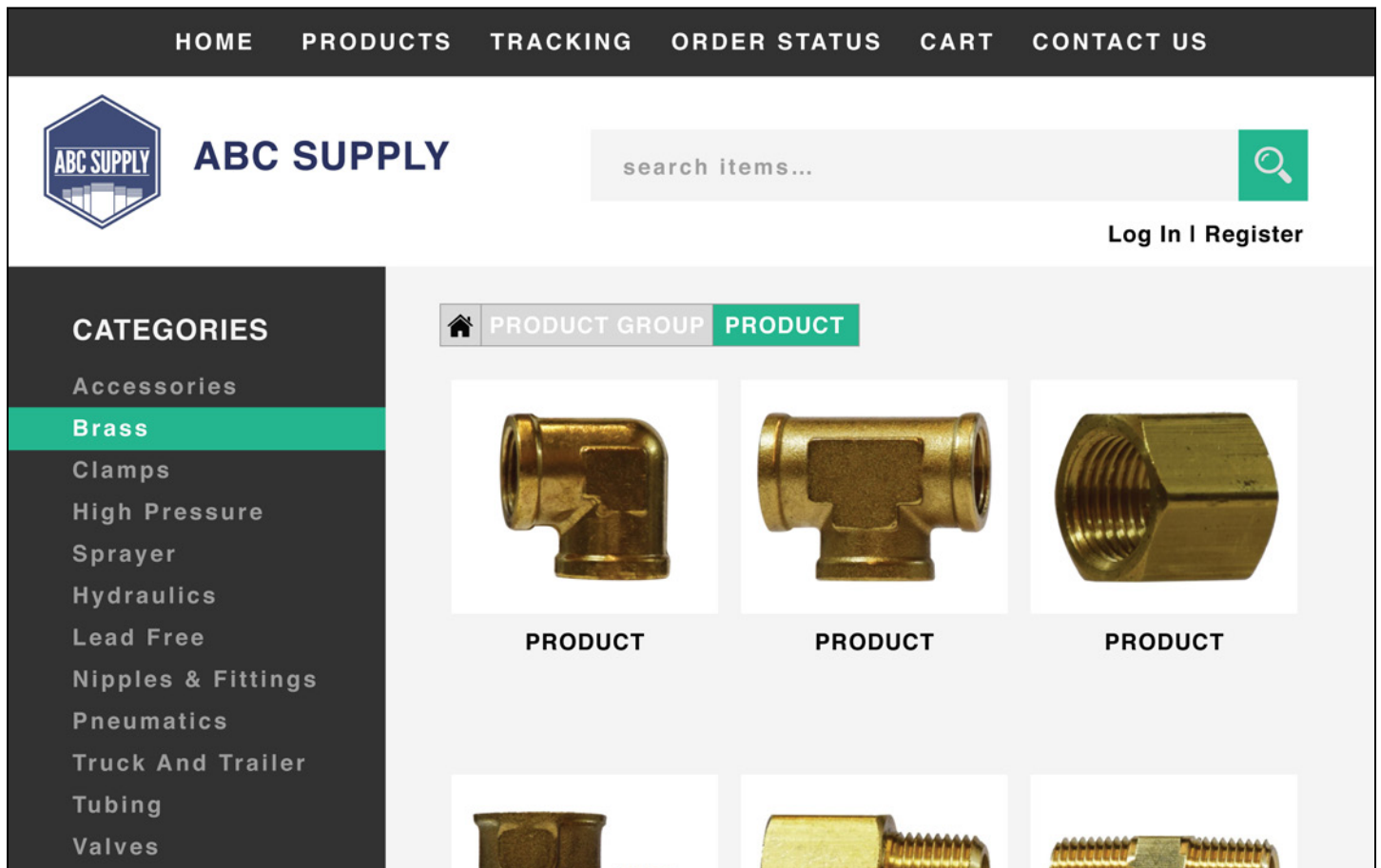
ADDITIONAL FEATURES

- ◆ Easy Sign-Up
- ◆ Free Marketing Materials
- ◆ Cart and Checkout
- ◆ Admin Page







MARKETING MATERIALS

Four personalized marketing pieces are created for you to use how and where you need them. Print, tablet, online and many other possibilities.



PARTS

Your customers start searching your site for parts they need...
click through or search by product name.

Product	Part Number	Quantity	Unit Price	Total
 ITEM 1	ABC123456	<input type="text" value="100"/>	\$3.53	\$353.00 
 ITEM 2	ABC78901	<input type="text" value="100"/>	\$9.49	\$949.00 
ORDER SUBTOTAL				\$1,302.00
ESTIMATED SHIPPING				\$22.73
TOTAL				\$1324.73

CART

Customers order what they need - check out - you are sent an acknowledgement - you decide how it's fulfilled (by you or blindshipped by Midland). Bill your customers like you normally do.



IDENTIFICATION TAGS

SHIPPING

Shipped in a blank box, with no reference to Midland anywhere.

GET STARTED TODAY

MidlandIndustries.com/marketing

PRIVATE LABELING

Private label shipments with your logo on boxes, packing slips and product labels.

SHIPPED HOW YOU WANT IT, TODAY!

Last year, Midland Industries shipped over 17,000 private labeled packages for our customers. Our customers trust Midland with their customers! Private-labeled packages are shipped in generic boxes with your return shipping information on the pack list and a generic UPS label; Midland isn't referenced anywhere on the shipment. Using this program you have access to an additional 40,000 items without investing in additional inventory. Drive up your profits-not your inventory costs-by using Midland Industries' Private Label Shipping.



PERSONALIZED

Print labels with pictures and barcodes.

SCAN

Using the Midland Metal mobile app you can scan the labels to check stock and place orders.

CUSTOMER SERVICE

Put your custom labels on your customer's bins.

GET STARTED TODAY

MidlandIndustries.com/marketing

BIN LABELS ON DEMAND

Now you can create and print personalized Bin Labels on demand for any product that Midland carries. Labels can be customized with your logo or name. Multiple sizes available.

BIN LABELS FOR MIDLAND PRODUCTS

Looking for a way to keep your foot in the door with your customers? Try labeling their bins. Using easy-to-follow steps, you're able print labels with pictures and barcodes. Then, using the Midland app, scan the labels on the bins to place orders. Not only will you save time with stock replenishment, you will improve your relationship with your customers as well.

4" x 2"

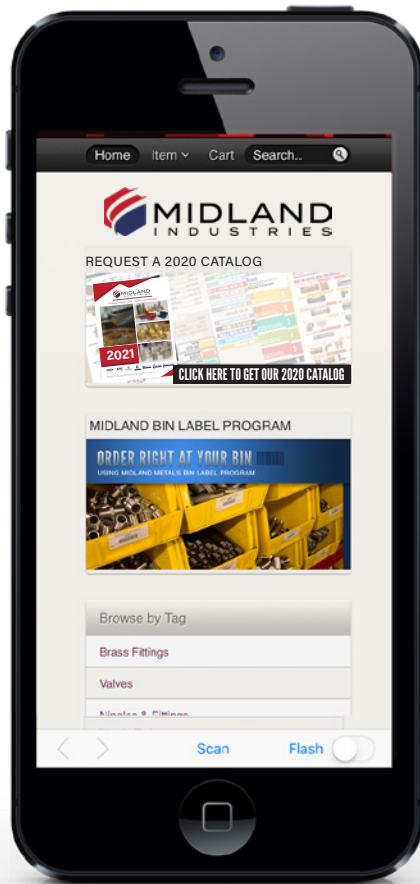


3.5" x 2"



2.625" x 1"





CHECK STOCK/PRICING

The mobile app gives you quick access to stock and pricing on your displayed items.

SEARCH

Search for products by part number or keyword. Browse by category or type.

CUSTOMER SERVICE

Manage your customer's inventory by using your custom bin labels. Scan for quick reordering.

GET STARTED TODAY

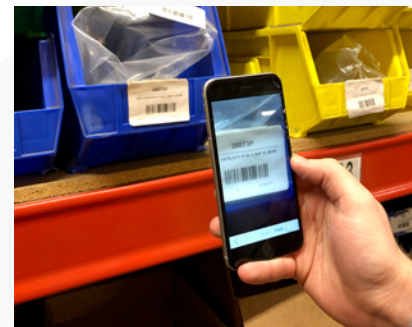
MidlandIndustries.com/marketing

MOBILE APP

Use the app to scan bin labels on location to quickly re-order, check stock or pricing. Save orders to submit later.

SCAN BIN LABELS FOR EASY ACCESS

You can affix these bin labels on your bins and/or your customer's bins. Use the app on your smartphone to quickly scan labels for re-order or to save orders to place at the end of the day.





PDF CATALOG

Full color or black/white PDF catalog online.

PRINT

Print by product category or page. Available in color or black/white.

GET STARTED TODAY

MidlandIndustries.com/marketing

BRASSCATALOG.COM

Brasscatalog.com is an unbranded sales and marketing tool. Use it to provide your customers with specifications, pictures and pricing. With no reference to Midland. Your customers can access over 40,000 products by product category.

Online, download or print a generic line card, pictorial index and product category pages with no reference to Midland Industries.

Access catalog pages with list prices so your sales team can use to sell to your customers.

