

Custom Publishing & Communications



NRHA
North American Retail
Hardware Association

Your Source for Turnkey Communication Solutions

Propel Your Business

Reinforce Your Brand

Strengthen Customer Relationships



**From the Publishers of
Hardware Retailing**

Publishing & Communications

Propel your business toward success with
NRHA Publishing and Communications.

NRHA Publishing and Communications is committed to providing quality multilateral communication pieces for your company. We serve as a fully functioning communications agency with a broad product offering that can be utilized to suit your company's needs. Explore our many options and find the best fit for your business.

Custom Publishing

Tired of multi-agency problems? We understand! You want an easy and cost-effective process to communicate with your customers and prospects in a powerful way—and in our **Custom Publishing** program, we have exactly what your business needs to do just that!

Custom Catalogs

It's simple—you can stay focused on what you do best and let us do the work. Outsourcing your catalog makes logical sense. Don't believe us? Ask us more about what a **Custom Catalog** can do for your company. We guarantee it will change your mind.

Training Capabilities

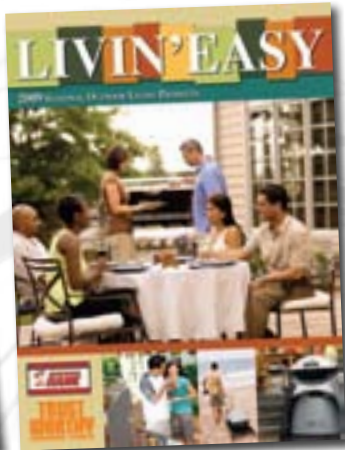
Are your sales associates getting the tools they need to sell effectively? With our **Training Capabilities** program we can help your sales associates sell bigger so your business profits better!

Video Production

In addition to providing turnkey communication solutions, we also provide professional on-location video production to enhance your marketing efforts.

We offer a wide variety of effective video communications including:

- Marketing Videos
- Training Videos
- Corporate Videos
- Event Videos
- Television Commercials
- Employee Orientation
- News Releases



**Engage Customers and Prospects in
New and Compelling Ways**

NRHA Training Capabilities

Establish leadership within your company with **NRHA Training Capabilities.**

Why Choose eLearning?

Today, eLearning programs are becoming more vital to companies and organizations that need to train employees quickly, efficiently and effectively. Through the use of eLearning programs, it is now possible for companies to accomplish their employee training goals in a timely and inexpensive manner.

The problem with most classroom-style training courses is they are not usually available when the learner actually needs it. With customized eLearning programs, your employees can get the training they need when it is convenient for them—either at work or at home.

Multiple Content Development Options

NRHA Custom Communications offers affordable learning management system capabilities. We can use our proprietary eLearning platform to test and track the learning progress of your employees. We can also take your existing training content to create an eLearning course ... or our team of training content development specialists can create the content for you from scratch.

NRHA Training Capabilities

We've created leading product knowledge and selling skills courses for retail hardware stores, lumberyards and building supply retailers across the nation. Literally hundreds of thousands of retail employees have taken NRHA's customized training courses, including employees at companies like Ace Hardware, True Value, Home Hardware and Home Depot.

Custom Training Content Development

NRHA Custom Communications has a full staff of training content editors and developers who can create customized eLearning training programs to train your employees in the areas where they need it most.

Companies like the Pet Industry Distributors Association have relied on NRHA Custom Communications to develop a custom training course for pet supply retailers.

Whether it's a full-scale online product knowledge training course with online testing, grading and student record keeping, or a simple training module on a specific topic, we can create an eLearning strategy for your company to drive sales and employee productivity.



Why it Makes Sense to Work with NRHA

NOW IS THE TIME TO DRIVE YOUR BUSINESS AND INVEST IN A CUSTOM CATALOG!

At NRHA Publishing and Communications, our goal is to make it easier for you to build your sales revenue. By outsourcing your product and content information, you can effectively and accurately provide your customers with up-to-date and streamlined information on the products you sell and stay focused on what you do best.



Our Clients

NRHA Publishing and Communications is proud to have worked closely with companies that represent a wide range of markets. Here are some examples:

Large East Cost HVAC Distributor:

12,000 items/600 pages
Produced 5,000 printed catalogs

Mid-Atlantic Paint and Sundries Distributor

8,000 items/408 pages
Reprint 10,000 printed catalogs

Midwest Plumbing Products Catalog

15,000 items/750 pages
Revise and republish 10,000 twice yearly

Midwest Hardware Distributor

45,000 items/ 2,400 pages
Added over 10,000 new items
Revised over 10,000 existing items

Top Hardware Co-Op Commercial/Industrial Catalog

30,000 items/1,800 pages
Published 3 subset catalogs
Revise and republish 30,000 catalogs annually

Midsouth Commercial Catalog

18,000 items/1,000 pages
Print 10,000 catalogs annually

Get Started Today! • Contact Bob Cutter at bcutter@nrha.org • (317) 275-9427

RHA Publishing & Communications

Custom Catalog Publishing

CATALOG PUBLISHING EXPERTS

Don't worry—we have your back. NRHA Publishing and Communications is no stranger to publishing, in fact, we have over 100 years of publishing experience. In partnering with us you will have the benefit of working with seasoned catalog editors with industry know-how and experience.

The Process is Simple:

Catalog Consultation

During the catalog consultation, we work with you to devise a concise plan of action to produce a catalog that will meet the needs and goals of your company's sales and marketing efforts.

Vendor Contacts

To make sure we have the most accurate information represented in your catalog, our staff will contact your vendors to request up-to-date product information, images and other materials that will aid in the development of your catalog.

Organization and Research

We realize your sales and marketing team may not have the man hours to constantly research and organize your product data. That's where we come in. Our staff will receive, organize and research requested vendor materials to ensure it is usable and appropriate for your catalog's product information.

Content Development and Normalization

Vendor material is always diverse. In order for your catalog to be as streamlined as possible, our staff will standardize the material to match standard catalog data structures.

Approval Process

We submit all assembled and complete catalog pages for your approval. Our proofing system is very simple. Proofs are sent to you via hard copy or PDF documents. Then your staff reviews the proofs, notes any changes and returns the marked proofs to us. We make your revisions and return a corrected proof for your review and approval.

Content Distribution

The complete production database is used to create print, online and specialty catalogs for you to distribute however you like. Use your custom catalog to give to a prospect as a lasting image of your business, or use it as a reminder of faithful business to a long-term customer.

Want to Get More Bang for Your Buck?

When you consider the cost of a major software investment, additional staffing requirements, training and supervision, allowing NRHA Publishing and Communications to produce your custom catalog makes good business sense.

About Your Database:

You own your data! Unlike other catalog publishing models, when the process is done and your catalog is finished, we will provide you with a copy of all the content and images we have developed for you.



Grow Your Business with

Your Complete Turnkey Publishing Solution

NRHA Publishing and Communications provides all the benefits of working with a full-service ad agency, at a fraction of the cost. We offer 100 percent turnkey services. Our experienced production and design staff will work with you to ensure your materials are of the highest quality and your message reflects your sales and marketing goals. We supervise the entire process—from conducting the interviews and writing the copy to designing the piece and getting the material to the printer.



A recent study of adult consumers by Roper for the Custom Publishing Council confirms that custom publishing provides results:

60% say that custom publications have a positive impact on purchasing behavior.

80% list custom publications as the preferred source of information.

80% found custom publications provide useful information.

80% feel custom publications strengthen the relationship of sponsoring companies.



Fight Stagnation within Your Business! • Contact Bob Cutter at bcutter@nrha.org • (317) 275-9427

Custom Publications

Eliminate multi-agency problems and
partner with us today!

Expand Your Wholesale Business

Distributors are often challenged when it comes to increasing their business with customers and prospects. Custom publications provide a unique way for distributors to tell their story in a more compelling and exciting way than traditional direct-marketing techniques.

Custom publications are a useful tool to communicate new products, programs and services in detail. Feature your best customers and allow them to tell how your products and services have made their businesses more successful.

Create Demand, Excitement and Awareness Among End Users

Today's consumers expect timely information when they use your products and services. Create entertaining and cutting-edge publications, instructional how-to content, marketing materials and vibrant catalogs that will hold your customer's attention and reinforce your brand.

We can help you establish a stronger relationship between you and your customers that will enhance your brand image and lead to more sales opportunities. A custom publication can become a seamless addition to your overall advertising and marketing plan and add value while providing the information your customers want.

Be a Stronger Voice with your Customers

Custom publications are an engaging way to communicate your company's sales and marketing message to your customers and prospects in a targeted and cost-effective manner.

Are you providing your customers with the information they need to buy your products? Use custom publications to drive product knowledge, merchandising and selling skills directly to the salesfloor. Whether it is a custom magazine, full-color catalog or online training program, custom publications are designed to grab the attention of your customers and communicate your message powerfully to build your sales.



Publishing & Communications

We'll help you meet your
market challenges.

If you are a manufacturer, distributor or retailer and looking for creative and effective ways to market your business, call **NRHA Custom Publishing** today.

Bob Cutter

Director of Sales and Marketing

NRHA Publishing and Communications

6325 Digital Way #300

Indianapolis, IN 46278

(317) 275-9427

bcutter@nrha.org

We Specialize in Serving the Following Markets:

- Hardware and Home Improvement
- Builder and Remodeler
- Automotive
- Sporting Goods
- Lawn and Garden/Nursery
- Farm and Ranch
- Paint
- Pet Products
- Janitorial/Sanitation
- Commercial/MRO

Here Are a Few of Our Clients:

- Ace Hardware Corp.
- Balkamp
- Blish-Mize
- Central Farm and Garden
- Intertape
- Maurice Sporting Goods
- Triple S
- United Hardware Distributing Co.
- Pet Industry Distributors Association
- American Hardware Manufacturers Association
- AmSan
- Benjamin Moore Co.
- Bostwick-Braun Co.
- Cisco
- Lancaster
- Orgill, Inc.
- True Value
- Vermont-American
- House-Hasson Hardware

Call Today to Learn More!

Bob Cutter

Director of Sales and Marketing

NRHA Publishing and Communications

6325 Digital Way #300

Indianapolis, IN 46278

(317) 275-9427

bcutter@nrha.org

