

# REALIZE YOUR FULL POTENTIAL WITH **EDGE** THE EDGE GROUP



## WHO WE ARE

Edge, founded in 1990, is a member owned buying & marketing group with the clout to obtain special terms, pricing, & rebates from manufacturers comparable to those of the large national distributors.



DISTRIBUTOR  
OWNED



BUYING &  
MARKETING GROUP



120+ INDEPENDENT  
MEMBER COMPANIES



OVER 1,200  
STOCKING LOCATIONS



\$250MM+ IN  
INVENTORY



\$500MM+ IN MEMBER  
PURCHASING



100's OF TOP  
BRANDS



30+ YEARS  
IN BUSINESS

# HOW WILL YOU **BENEFIT** FROM EDGE MEMBERSHIP

## COMPETITIVENESS ACROSS MANY INDUSTRIES



ELECTRONIC MRO  
ELECTRONIC OEM



DATA COMMUNICATIONS  
TELECOMMUNICATIONS



CCTV/SECURITY  
HOME AUTOMATION



BROADCAST  
AUDIO/VIDEO

## INCREASED PROFITS

Edge lines deliver over 5% more gross profit on average than non-Edge lines. Preferred Supplier Program benefits:



EDGE ONLY  
PROMOTIONS



PURCHASING  
PROGRAMS



93.5% EXTRA  
INCENTIVES



73.7% GUARANTEED  
REBATES



68.3% PROVIDE  
DOLLAR DISCOUNTS

## BETTER ACCESS TO MANUFACTURERS

As part of a group representing \$500MM+ in member purchasing, manufacturers give you the attention you deserve.



INDUSTRY  
LEADING SUPPLIERS



INNOVATIVE &  
SUPPORTIVE PROGRAMS



DIRECT ACCESS  
TO DECISION MAKERS



ASSISTANCE WITH  
GETTING FRANCHISED



ACCESS TO  
NEW LINES

## TOOLS TO HELP YOU GROW

Use Edge tools and support services to help increase your knowledge, promote your company and boost your sales.



EASY PRODUCT  
SOURCING



FINANCING  
OPTIONS



NETWORKING WITH  
NON-COMPETITIVE PEERS



CUSTOMIZED  
PRINT & DIGITAL  
MARKETING MATERIALS



ECOMMERCE  
CONTENT & SUPPORT

# WHY THE EDGE GROUP?

# VALUE PROPOSITION

## 10 WAYS WE GUARANTEE YOUR SUCCESS

### 1 NO RISK MEMBERSHIP

If after 12 months of full participation your company doesn't see the value of the Edge program, we'll refund all of your original membership fees.

### 2 ACCESS TO MORE MAJOR PRODUCT LINES

All industries are feeling the heat of consolidation. With the Edge Group, you'll have more access to major product lines through the Edge Preferred Supplier programs and other Edge members. More access to products allows you to service your customers with confidence.

### 3 THE BEST VOLUME PRICE POINTS

Get better pricing with Edge Supplier programs, but if your company happens to have a better deal from any Edge Supplier you get to keep it. Either way you win!

### 4 AFTER THE PURCHASE BENEFITS

Each Edge Preferred Supplier program comes with different and exclusive back end benefits such as automatic rebates, volume incentive rebates, co-op allowances, free freight policies, and product return policies to name a few. Each program varies but all help you increase your competitive advantage and add to your bottom line.

### 5 EXPONENTIAL BUYING POWER

The Edge Group continually uses the strength of the group to create promotions, group buys, flash discount deals, and other collective purchasing offerings. These additional discounts give you leverage to help you compete while increasing your margin.

### 6 ACCESS TO THE MOST EFFECT MARKETING CAPABILITIES

Stand out in your market and with your customers. You'll not only have access to tools that give you professional custom print and marketing materials, but Edge also offers an Advanced Marketing Program to help you expand your Ecommerce and digital sales capabilities.

### 7 STRENGTHENED RELATIONSHIPS WITH INDUSTRY MANUFACTURERS

The Edge Group doesn't get in the way of your relationships with the Edge Preferred Suppliers or their local representatives. We help enhance those relationships because of our 30+ year history of working together. Our team works with you and the Edge Preferred Suppliers on a daily basis. When you need more support or help all you have to do is ask and we come running!

### 8 EXPONENTIAL LEARNING

The Edge Group offers all members the opportunity to collaborate with one another and openly share their best practices. Edge's Annual Conference is a great opportunity to meet non-competitive peers that understand what you're going through. Whether you're looking for new markets, trends, or just want to improve systems or processes, Edge members are always available to you.

### 9 100% DISTRIBUTOR OWNED GROUP

After one year, all Members receive one share of stock in The Edge Group. Lead by the best, the Board of Directors is comprised of your fellow members. Founded by distributors for distributors, Edge thrives through the active feedback and participation of its members to provide the programs that will make a significant difference in your business.

### 10 STRENGTH IN NUMBERS

Face it, your biggest competition are the nationals and the support they get from the manufacturers in this industry. By joining the Edge Group, your voice can be heard as part of a much larger organization that represents local and regional distributors that make up the "Middle Market". Why fight the good fight alone? Join your peers and let the Power of the Group work for YOU.

# BETTER PROFITS ACCESS TO MANUFACTURERS BUSINESS TOOLS

## BE A PART OF SOMETHING BIG & GET SUPPORT YOU DESERVE

For a free assessment to see how much Edge could add to your bottom line, call 713-667-1888

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