

## “30 Reasons to Choose Optima” Value Proposition

1. Wholesale to the Trade. We do not sell to end users. We respect your hard fought customer relationships.
2. We are “Solution Providers” – We are “Partners not Vendors”. We go past the Graphics to insure your complete satisfaction.
3. Turn Around Per Your Request with *NO RUSH CHARGES EVER*
4. Horsepower – 250 employees dedicated to your success, many of which have between 10 & 20 years’ experience in the industry. We are Subject Matter Experts
5. Grounded and part of a 2.5 billion dollar organization – financially stable. We will be here.
6. The Price is the Price. No Additional fees, No blackout dates, No Packaging Fees, No order minimums: No hidden fees or costs, No nickel and dim’ing ever.
7. No hassle approach. We work with people. We find solutions
8. Exceptional Shipping Discounts. We share our savings with you. We DO NOT markup published rates.
9. Multiple ways to save. Available discounts:
  - a. Showroom 50%
  - b. Only Optima offers a Pre-pay 2.5% discount
  - c. Volume based (example wall paper – more of it reduces the price)
  - d. Multiples (example bannerstands / hardware with graphics)
  - e. Re-order discount
10. Rental Program
11. Zero cost proof options both physical and electronic.
12. No Cost Exhibit Staging. We set up exhibits and structures to insure quality
13. Willingness to test – we will see if we can print on it at no cost to you
14. Strong Partnerships with other Manufactures. Classic / Agam / BeMatrix
15. Have a Structure? We can Skin It
  - a. We create specs for many displays we do not sell
  - b. We will “re-skin” frames we did not make. Much of our competition will not.
16. Customization. We will custom make shapes & sizes that much of our competition will not.
17. Dedicated R&D.
18. Non Branded Web Sites and Sales tools to extend your reach
19. Online order tracking
20. Demo program. Samples for you to use vs. having to buy as you do with our competition.
21. G7 Certification in Color – We never stop perfecting and improving.
22. Flame Retardant Fabrics - We only use FR fabrics!
23. UL Certified Company. Quality is our defining principle
24. Lifetime Hardware Warranties
25. Free samples and free sample shipping
26. The Weekend Hot-Line
27. Order it today – it’s in Production today. We will not say “NO”
28. Dedicated Account Team – Account Executive, Account Coordinator, Pre Flight Specialist Consultative Sales, Art work quality control & on site Design and Project Coordination Services.
29. Show site support / involvement as needed
30. We encourage on-site visits, facility tours

***Compare us to the competition and you will find Optima is the premiere value in the Visual Engagement Space!***