



### Category Management

In order to help our customer make informed decisions and maximise category performance our industry experienced account management team provide in-depth category management covering a number of important areas including:

- Market data.
- Regular range & assortment reviews.
- Planograms.
- Range and promotional sales analysis.
- Competitive monthly pricing.
- Promotional trends & seasonality planning.
- Competitor pricing.



### In Store Merchandising

UFP work in partnership with category expert field marketing merchandisers, covering all geographical regions of the UK.

Our aim is to offer our customers a flexible merchandising service, allowing our Vendors and Customers to work together objectively on specific activities and call schedules. Our objective is to build value propositions, which ultimately lead to increased sales.

### Examples of the activities carried out are:

- Planogram compliance checks.
- Stock replenishment.
- Monitoring of stock levels and expiry dates.
- Placement of POS.
- Building relationships within each store
- Identify issues and providing recommendations
- Producing comprehensive store visit reports
- Product training at store level



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We are one of the leading suppliers of 'EOS' Electronic Office Supplies to the retail market in Europe. Our customers include Carrefour, Auchan, Darty, FNAC, Metro, Walmart, Real and Zavvi.

Our UK retail business was created in 2003 and today we currently supply John Lewis, Waitrose, Ocado, Costco and Maplin UFP are committed to growing their share of the UK market even further and believe we are well placed to bring a fresh and dynamic approach to a market dominated by a couple of players over the last 5-6 years.

We are the leading specialist distributor for all the main brands across Europe. We have strong relationships with the key players such as HP, Epson, Lexmark and Canon. Our company is recognised by our vendors as a strategic focus partner for services to retail.

### Scaleable Solutions

We provide a wide and varied range of services dependent upon the retailer's requirements. Our objective is to share our experience and combine it with your vision to increase your sales and ultimately drive key differentiators such as optimising profit per SKU. These include:

- Category Management
- In Store Merchandising
- In Store Promotions
- Point of Sale Materials
- Packaging Requirements
- E-Commerce
- Logistics
- Own Brand



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### Packaging Options

We offer a variety of packaging options to help support promotional activities, reduce shrinkage and product overstock.

- Blister / Clam packs – with/without security tagging.
- Pre loaded products in shelf ready shippers/clip strip.
- Reduce manufacturer case size.
- Shrink wrapping
- Over wrapping
- Pallet wraps.
- Bagging
- Banding

### Own Branding

Although our core concentration is on branded original product we are alert to the changing needs of the market and consumer choice. We are able to provide a range of own brand products, such as:

- Ink and Laser.
- Data Media.
- Paper Media.
- Accessories.

**We are passionate about making a difference and would welcome any opportunity now or in the near future to service your requirements !**



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### In Store Promotions

Working in partnership with the manufacturers, our aim is to drive opportunity, which provide consumers with better value. UK consumers are led by experiencing a 'Better Value Proposition' and this can lead to a better and more exciting shopping experience. Ultimately our goal is to help drive increased sales across the board.

- Price savings offers.
- BOGOF's & 3 for 2 deals.
- Extra free.
- Bundle packs.
- Multi-packs.



### Point of Sale Materials

To maximise category and promotional awareness, UFP can fulfil a wide range of in-store and external support materials.

#### In Store

- Fixture POS. - Header Boards / Pack Panels / Bus Stops / Shelf Stoppers / Shelf Wobblers.
- Compatibility Guides.
- Replenishment Tags.
- Store Pocket Guides.
- Flyers / Pamphlets.
- Posters.
- Shelf ready shippers.
- FSDU & CDU.
- Pallet wrap signage.

#### Externally

- Retailers Bulleting.
- Newspaper / Magazine Advertisements.
- Bill Boards.



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