



March 29, 2021

To Our Distributor Partners,

Today is truly an exciting day for PCNA and our valued distributor partners. I am pleased to share the extraordinary progress we're making on our continuous journey to provide you with the very best experience in the promotional products industry.

I'll begin with our promise: *To provide you with an easy, reliable service experience and perfectly decorated products delivered on time, every time.*

That's The PCNA Promise and the driving force behind everything we do.

First Steps

Our march toward fulfilling this promise begins with a fresh look and feel for the PCNA brand – plus a whole lot more. Beginning today, you'll experience PCNA in an entirely new way. As home to a family of industry-leading brands that includes Leed's, Trimark, Bullet, JournalBooks and ETS Express, our product and decoration leadership is already well-established. But you also deserve a service experience just as exceptional as our brand portfolio. So we've simplified how you place orders and created a single service team to support all of your needs. Beyond that, our entire organization has embraced the standard of providing a world-class experience with everything we do.

In an increasingly digital world, we understand the critical role our website plays for your business. So we've fully redesigned PCNA.com, combining a clean look and feel with a variety of enhancements that allow you to do your job more quickly and effectively. A few key highlights include:

- **Quick, accurate product quotes:** You can now configure a line-item quote with product, quantity and decoration, get an accurate cost, and place an order on the spot.
- **Improved product search:** You can search by brand, product description, quantity, SKU or price range, returning relevant results that show more of what you need faster than ever before.
- **Easy-to-create virtuals:** Initial deployment of a new visualization tool that uses refined decoration data to instantaneously produce lifelike virtuals. What you see is what you get.
- **A faster, more modern platform:** The site features quick access to expert service through live chat and a responsive design that's optimized for both desktop and mobile users.

Of course, we know great products are ultimately what you need to deliver for your customers, and we are investing heavily to keep things fresh and on-trend. As sustainability has become a priority for companies and consumers alike, we continue to lead the industry with a growing assortment of eco-friendly options in both hardgoods and apparel.

We also realize that there are serious inventory and supply chain challenges in the market. That's why we've invested an additional \$10 million in inventory across our entire collection, ensuring deep in-stock positions on our most popular items.

Just The Start

This is a continuing journey. In the weeks and months to come, you can look forward to even more enhancements to our service and product offering, including:

- **A simplified decoration program:** From choosing the right method to determining the cost, it'll be easier from start to finish.
- **Perfectly Packaged expansion:** You'll soon be able to include Bullet and JournalBooks products, as well as a broad assortment of candy and snack items.
- **New retail brand partners:** Very soon we'll be introducing new partners for both hardgoods and apparel, making an industry-leading portfolio that includes Herschel, CamelBak® and Skullcandy® even better.

Our Promise

Our commitment to you has never been stronger. At PCNA, we recognize that great products and decoration will always be an essential part of your success, but they're only part of the equation. You also deserve a reliable partner who makes your job easier. Because what we do together for your customers is more than just deliver promotional products. Together we inspire pride.

To learn more about this exciting milestone in our journey, [visit the newly redesigned PCNA.com](#). In addition, [there is an FAQ available here](#).

As always, we thank you for the continued opportunity to earn and support your business.

Sincerely,



Neil Ringel, CEO