

Presentation for:

# Cassidy Turley

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patcraft®  
shaw contract group®

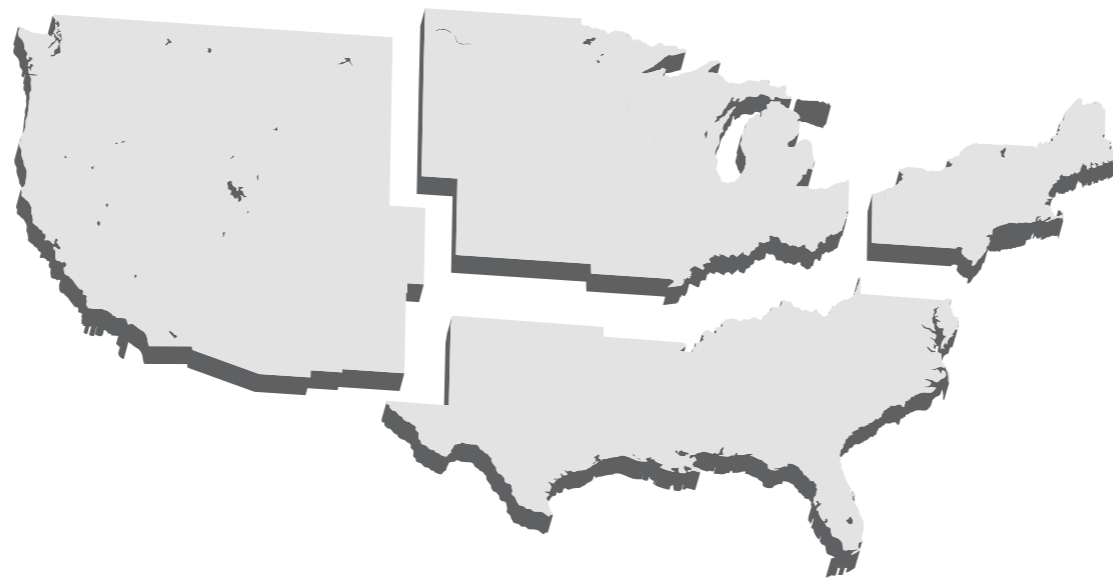
Shaw Corporate Headquarters PO Box 2128 | 616 E Walnut Ave | Dalton, GA 30722-2128 | USA

Shaw © 2013 Shaw, a Berkshire Hathaway Company

# OVERVIEW

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“Our focus is on growing with our clients to serve their ever-evolving needs. Consequently, we can provide clients with best-in-class services wherever required”



# FOUR AREAS OF INFLUENCE

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1. Managed Properties
2. Project Management
3. Corporate Service
4. Personal CT Spend



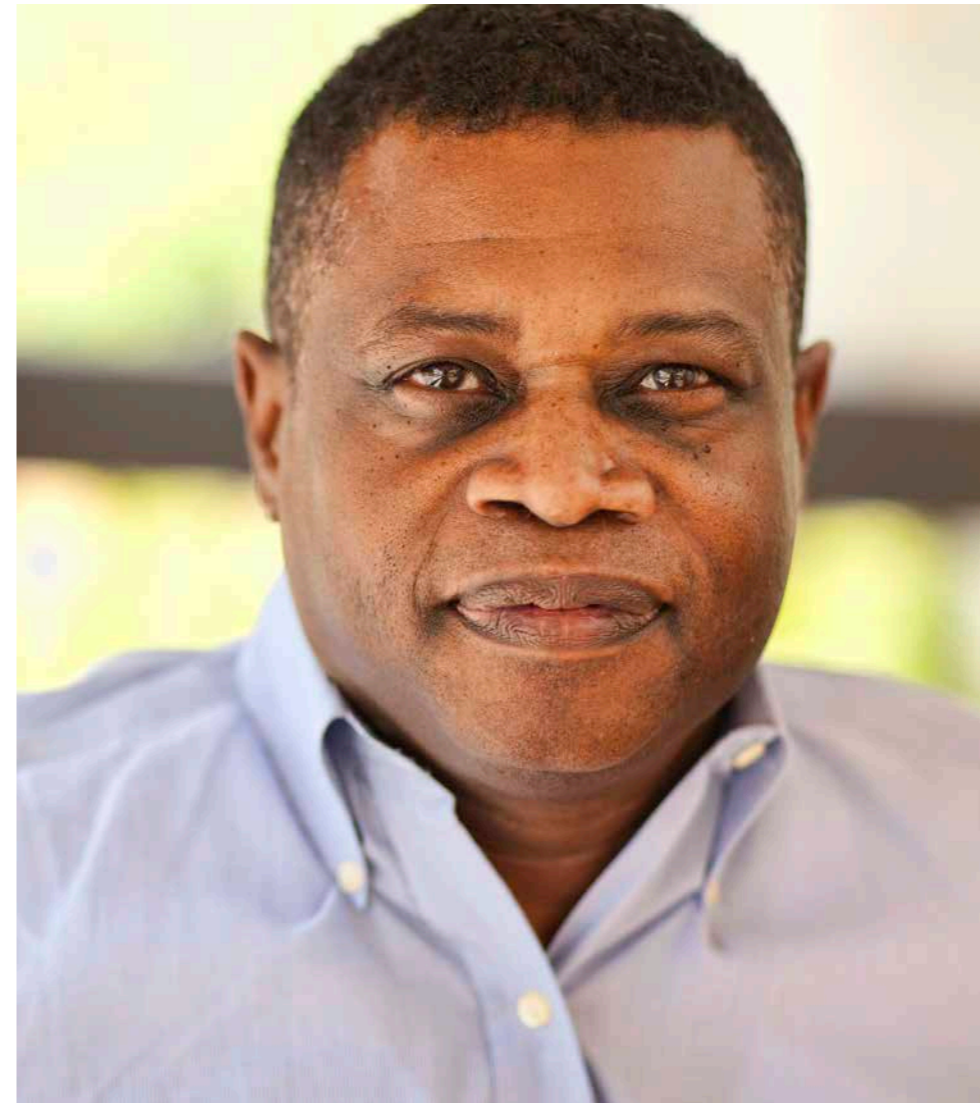
# SERVICE

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## Meeting Deadlines:

Preferential manufacturing ensures priority management of your order

In-stock and Quick Ship options



# SERVICE

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## Problem Resolution:

Lead Times: Large in-stock and Quick Ship offering + vertical integration.

Budgets: Broad range of entry level styles + vertical integration.

Delivery: Shaw Transport - Largest private trucking fleet in industry.

Design: Custom capabilities. Design leader.

Maintenance: Hands on and online training readily available.

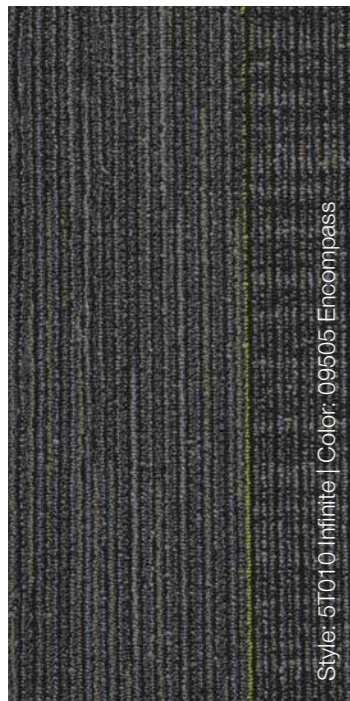
Claims: Lowest rate in the industry. Skilled technicians promptly available when needed.



# SERVICE

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With the widest portfolio of product styles and types,  
we offer solutions for:



Industrial



Class A



Class B



Retail



Resilient



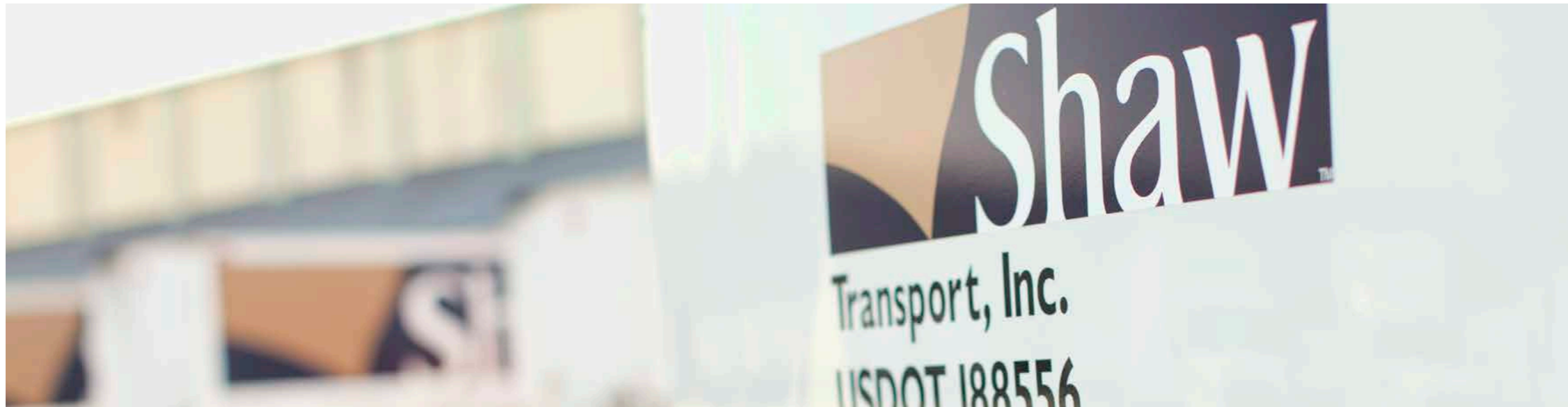
Hardwood



# ADDITIONAL BENEFITS

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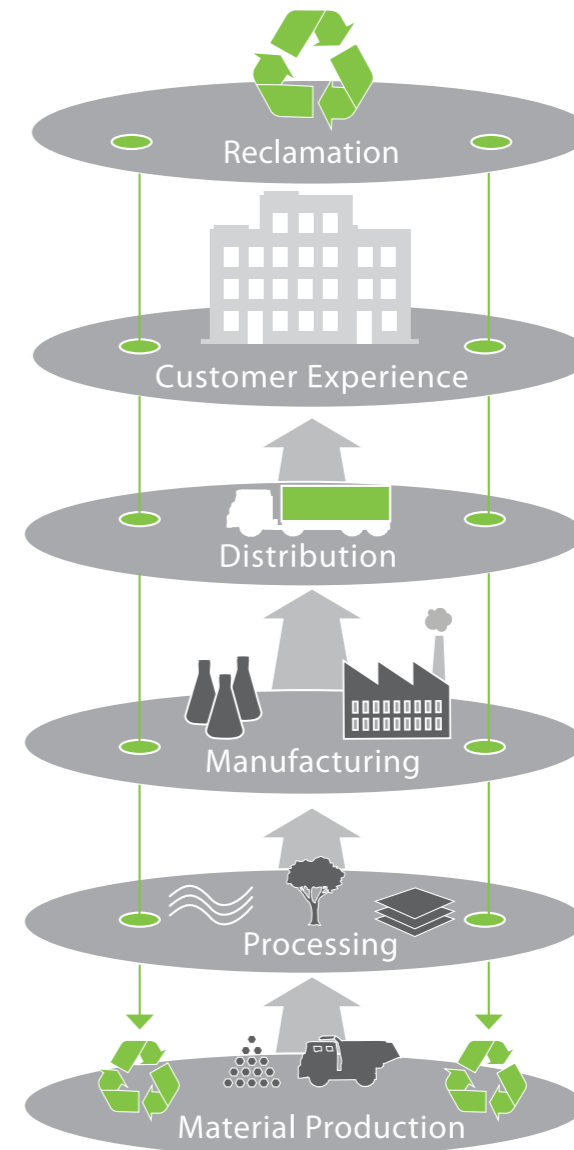
- Shaw Integrated Solutions
- Turnkey
- Product bundling
- Executive reporting
- Reclamation
- Maintenance consultation and training



# HOW? COMPLETE CONTROL & SINGLE SOURCE OF RESPONSIBILITY

## Vertical Integration:

- Control every aspect of production
- Largest carpet fiber extrusion capacity in the world
- Integrated backing producer
- Private trucking fleet
- Largest recycler of carpet in the world
  - > Only full scale commercial depolymerization facility for type 6 nylon recycling
- No third party supply chain
- Provide Cassidy Turley with quality, integrity, value, transparency, service and accountability



patcraft. **shaw** contract group®



# BOTTOM LINE

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## Deep Discount Pricing:

By leveraging your total CT influenced spend, we can extend deep discount level pricing to even your smallest client

Executive reporting



# REBATE PROGRAMS

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## Rebate Program:

- Current business
- New business
- Tracking and reporting

## Keys to a Successful Rebate Program:

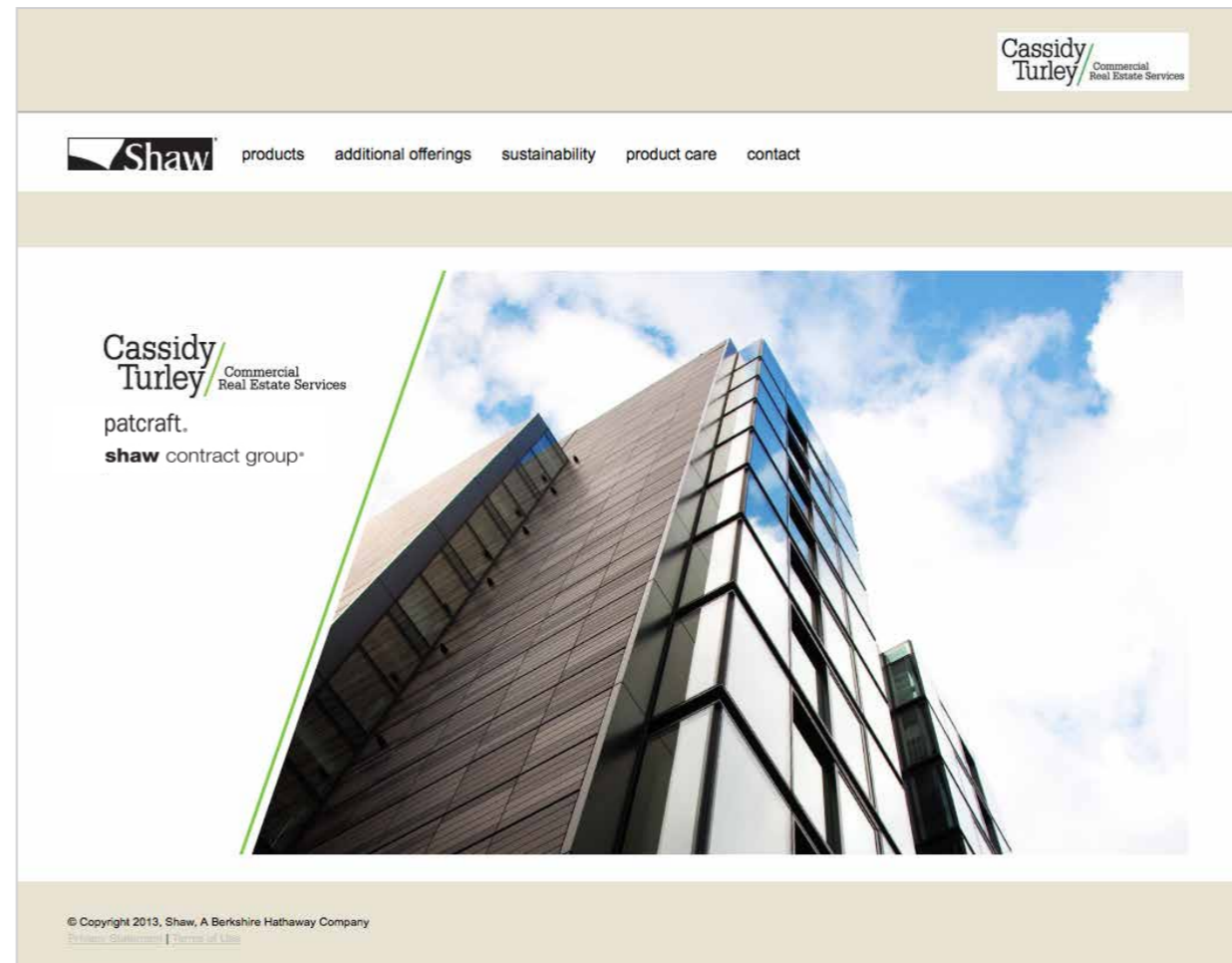
- Tracking influence by Cassidy Turley
- Must be identified early in the process
- Rebate must be pulled before the order has shipped



# NEXT STEPS

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- Launch Strategy
- Product Offering
- Microsite Refinement

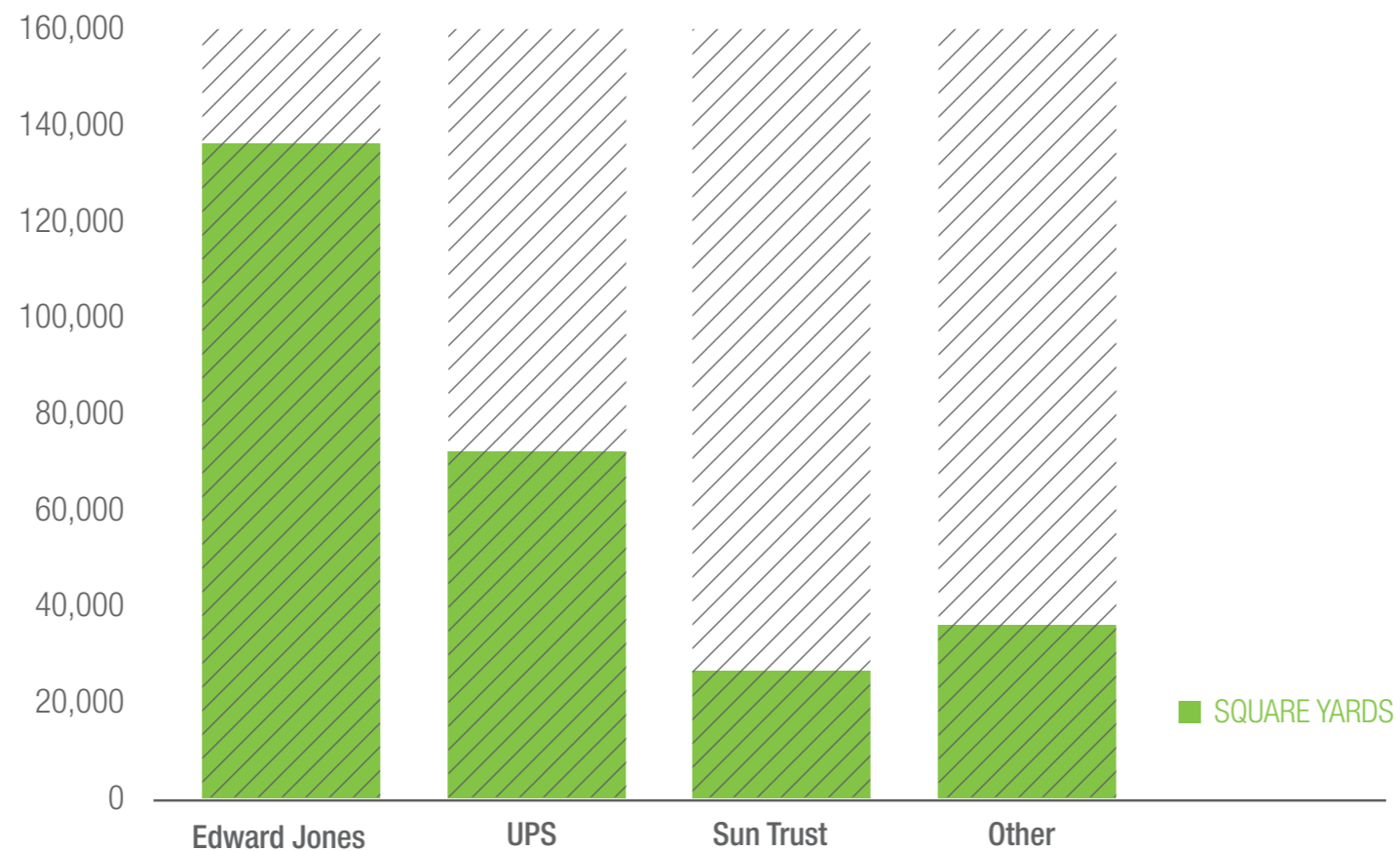


# SAMPLE KEY PERFORMANCE INDICATORS

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## Total Square Yards Influenced:

290,188 SY in 2012

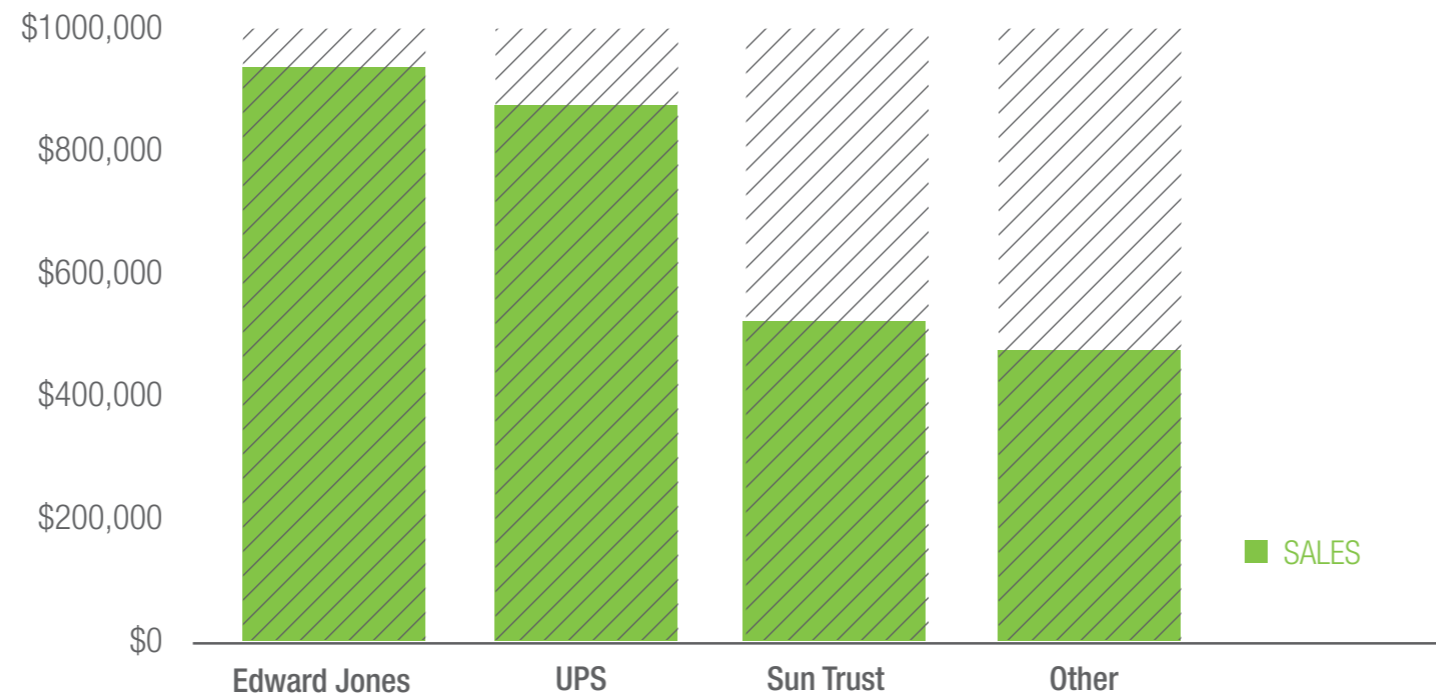


# SAMPLE KEY PERFORMANCE INDICATORS

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## Total \$ Sales Influenced:

\$2,828,108.44 in 2012

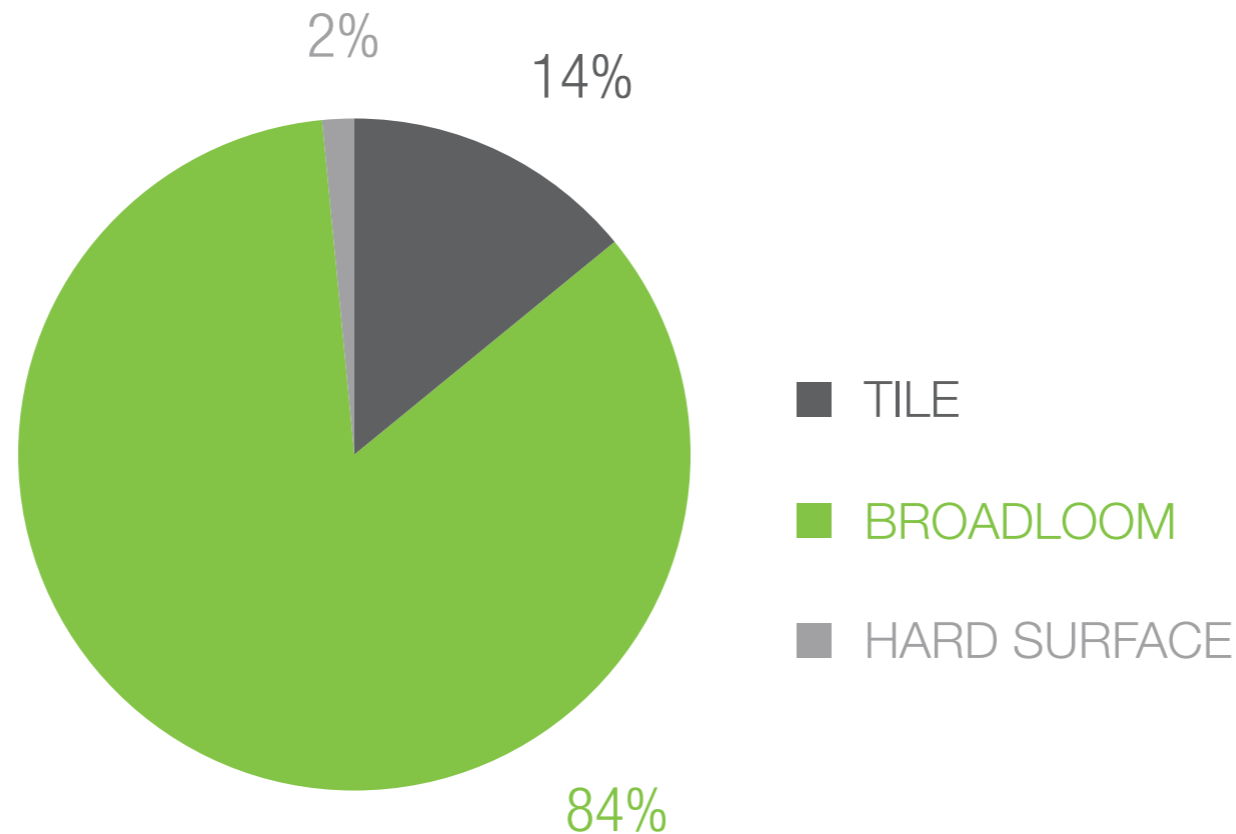


# SAMPLE KEY PERFORMANCE INDICATORS

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## 2012 Total By Product Type\*:

\*Based on Edward Jones, UPS and Sun Trust sales only.

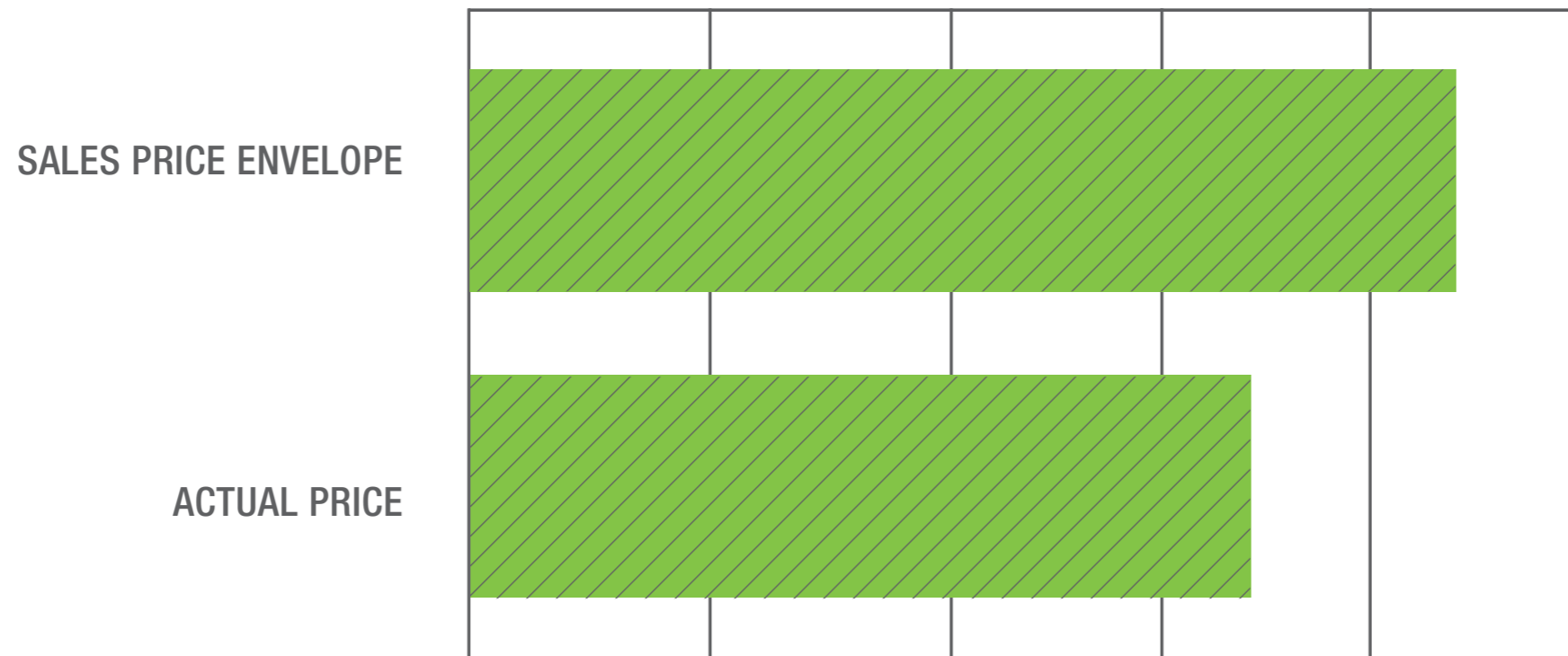


# SAMPLE KEY PERFORMANCE INDICATORS

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## Total Savings – Sample:

\$X,XXX,XXX in 2012

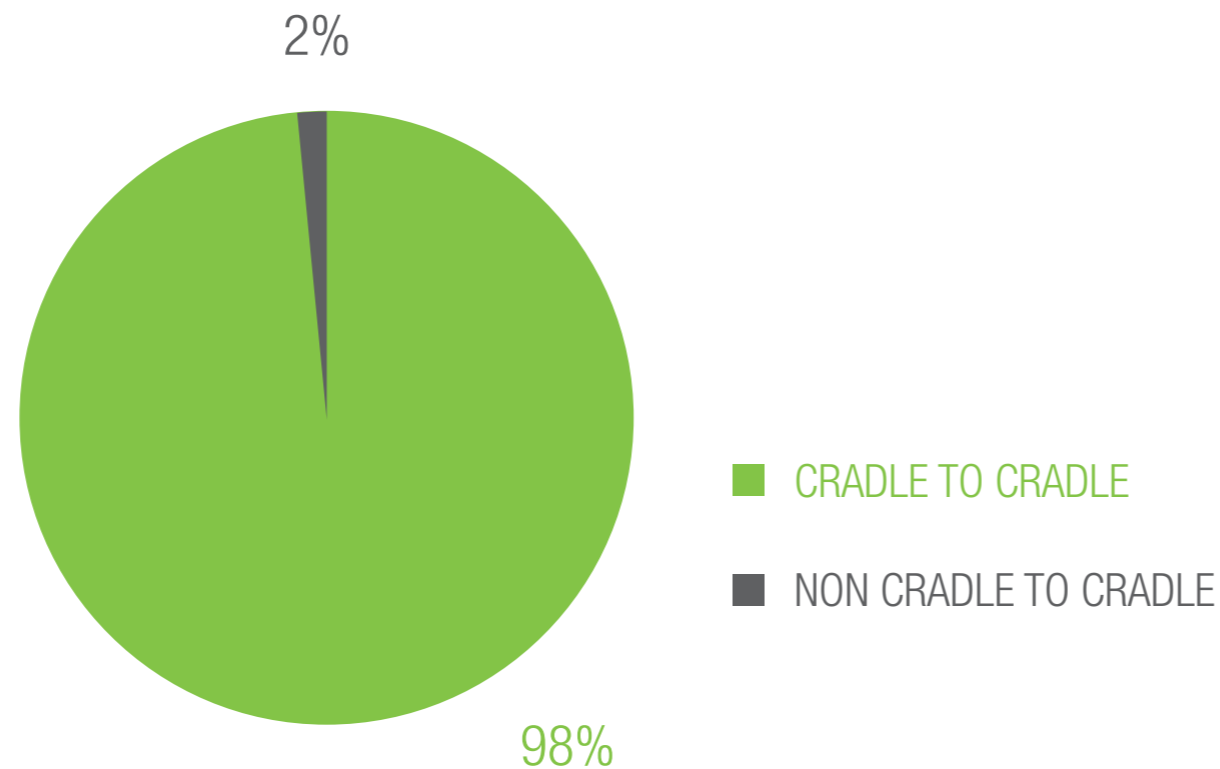


# SAMPLE KEY PERFORMANCE INDICATORS

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## Cradle to Cradle Certified Carpet\*:

\*Based on Edward Jones, UPS and Sun Trust sales only.



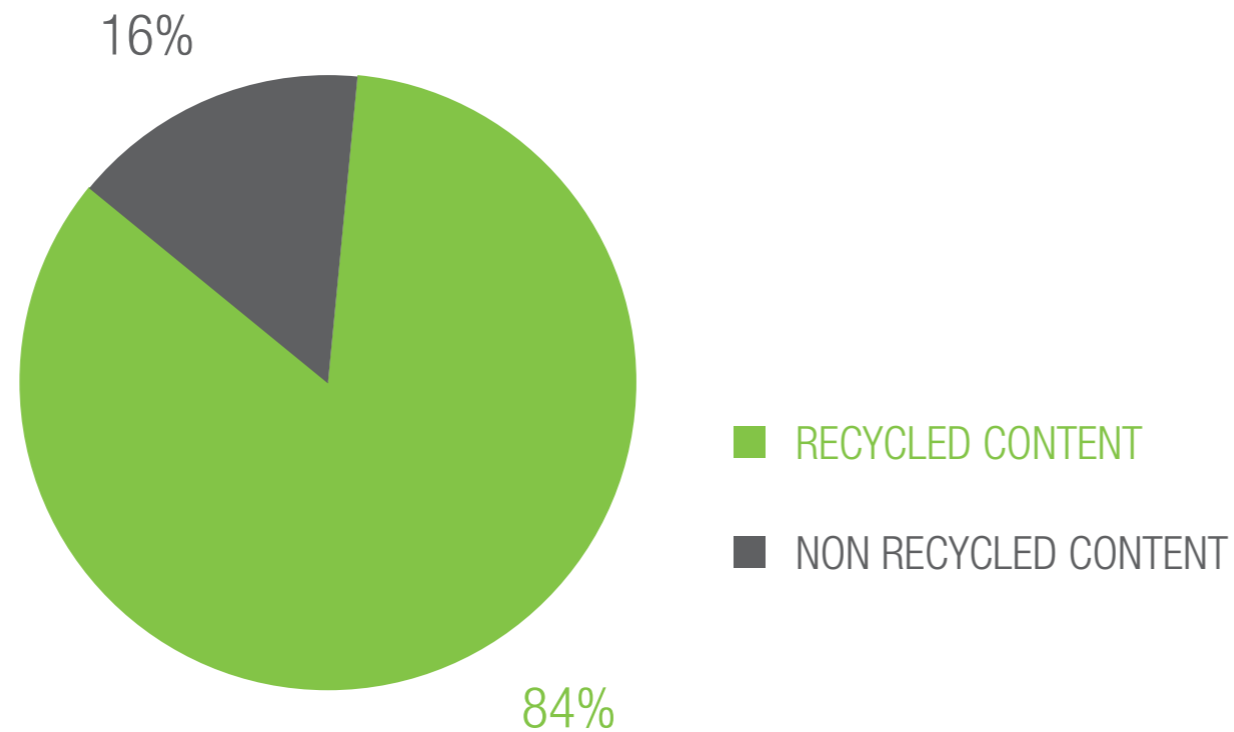


# SAMPLE KEY PERFORMANCE INDICATORS

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## Carpet with Recycled Content\*:

\*Based on Edward Jones, UPS and Sun Trust sales only.



# SAMPLE KEY PERFORMANCE INDICATORS

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## 2012 Estimated Environmental Impacts:

Ecoworx purchased with Cassidy Turley influence: 75,107 SQUARE YARDS\*

By recycling this carpet instead of using all virgin materials:

26,429 GALLONS OF GASOLINE ARE SAVED  
enough gas for 18 U.S. FAMILIES OF 4 to consume in a year

357,247 POUNDS OF CO<sub>2</sub>e ARE SAVED  
The equivalent of planting 68 ACRES OF TREES

\*Assumes EcoWorx carpet tile



# SAMPLE KEY PERFORMANCE INDICATORS

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## 2012 Estimated Environmental Impacts:

Ecworx purchased with Cassidy Turley influence: 75,107 SQUARE YARDS\*

CARPET MADE WITH ECOWORX<sup>®</sup> BACKING

is completely recyclable, preventing approximately  
479,723 POUNDS of carpet from landfill

ECOWORX<sup>®</sup> is collected and recycled at NO CHARGE  
and contains 40% recycled content

\*Based on Edward Jones, UPS and Sun Trust sales only.



Cassidy  
Turley/ + patcraft. + shaw contract group® = **success**<sup>3</sup>

**Thank You for Your Time.**

