



## COOPER-BOOTH WHOLESALE CO.

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December 24, 2015

Dear Valued Customer,

Our mission at Cooper-Booth Wholesale Co. is to provide value-added programs, products and services that will enable our customers to maximize their potential. In standing by this commitment, we have made some exciting enhancements to our Merchandising and Category Management services and want to share them with you.

Commencing in January 2016, Cooper-Booth Wholesale will introduce the **Plan-O-Gram of the Month** program. Each month, our support teams will be focused on helping to refine a specific product category within your store. We will help develop this category by offering best-in-class POGs, supported by industry trends and insight.

To complement the category focus and best-in-class plan-o-grams, we will supply monthly **Top Item Reports**. These reports will not only include market ranking, by sub-category, but introduce new and emerging products that may not have yet hit “top item” status, but that need to be on the radar.

As a supplement to the Plan-O-Gram of the Month, keep an eye out for the **Monthly Merchandising Newsletter**, also beginning in January 2016. Another forum for category insight, the Monthly Merchandising Newsletter will also share non-category specific industry trends and information.

In addition to these new programs, the **Merchandising page** of our website will receive a facelift in early 2016, providing you one location to find all this valuable industry information. We look forward to continuing to service you and a prosperous partnership in 2016.

Best Regards,

A handwritten signature in cursive script that reads 'Laura Mathews'.

Laura Mathews  
Merchandising Manager