

P2B... A New Business Model For Today's Dynamic Retail Environment



A message for the Trade:

I am delighted to join forces with Curt Behrens, founder and president of P2B Inc., to craft a **new business model** that delivers comprehensive marketing and sales solutions to manufacturers and retailers across all trade channels.

P2B is a multi-purpose acronym for "power to build" and "passion to brand" in recognition of the power of a talented sales force calling on more than 250 retailers in the United States and Canada and our proven skills to build brand opportunities—whether they be national brand or store brand.

In my 30 years in our industry, there have been numerous and significant changes. Widespread consolidation and the explosive growth of large companies have considerably changed marketplace dynamics. Retail proliferation, category overlap, convenience and completeness, along with electronic shopping and information gathering, has blurred channel uniqueness and forever changed how, where and when consumers shop. Today, engaging an emotional connection is as important as price. At the same time, vendor performance metrics have become more prevalent, more visible and more meaningful in how retailers measure the value and impact of a supplier.

At P2B we recognize the need for a **new business model**—one that meets the varied requirements of today's competitive market place by providing **both** retail and consumer-products marketing competency and the operational capability to execute. At P2B we deliver to our clients:

- Integrity, credibility, trust, reputation and a robust work ethic
- Proven success built upon senior-level retail, marketing and sales experience
- Sales professionals calling on more than 250 retailers in the United States and Canada
- Proprietary processes and technology:

- Time Phased Forecasting
- Five-Star Business Planning Process
- Comprehensive Sales and Account Management Tools
- POS Data Interpretation with Meaningful *Business Building* Application

We welcome the opportunity to present our unique approach—whether you manage a company new to our industry or a Fortune 500 company seeking an extended marketing team and talented sales force to address the needs of select brands. You can reach Bob at 615-776-1295 or Curt at 847-277-7705. We provide solutions that make a difference. Let's talk soon. Thanks.

Kindest regards,

Bob Sgarlata

We invite you to visit our Web site: www.P2BINC.com

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A message to our Retail and Manufacturer Partners:

At P2B Inc. we are passionate about the process of bringing value, efficiency and integrity to our clients, sales associates and retail partners. Recently, Bob Sgarlata and I merged our separate companies under the P2B Inc. banner. As Chief Executive Officer of P2B Inc., Bob brings a wealth of executive-level experience as both a retailer and consumer products marketer, along with his unique insights into the entire business process. Bob has been an innovator, leader and true "change agent" throughout his career and we are thrilled that he has joined the P2B team.

We have all witnessed dramatic change in our industry over the past decade. The ever-increasing pace of the marketplace has necessitated a **new business model**, one which is **dynamic, flexible, efficient, smart and passionate**. With the addition of Bob to the P2B team we believe our ability to deliver real value to the entire supply chain is enhanced exponentially and that this exciting new business model truly represents a better way to bring manufacturers and retailers together.

At P2B we embrace change, now more than ever. We are passionate about our involvement in the health care industry and we remain committed to our core principals:

- Bring value to the clients we represent
- Deliver innovative products and profits to the retailers we serve
- Offer effective and affordable health care solutions to the consumer
- Provide value and efficiency throughout the supply chain

Your success and trust is paramount to all of us at P2B and we are committed to building our business by building your business. If you would like to know more about P2B Inc., please feel free to contact Bob at 615-776-1295 or Curt at 847-277-7705, or visit our Web site at www.P2BINC.com.

Much continued success,

Curt Behrens

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