

CHAMBERLAIN
Marketing Group

Keeping the Brand Promise

Your brand stands for everything.

It's more than just your product or your corporate identity. It's a promise you've made to your customers. You need a marketing partner that keeps this promise.

With over 30 years of industry experience, CMG creates "Branded Merchandise Solutions" and promotional marketing campaigns built around your brand promise. We deliver valuable brand impressions that build tangible connections with your key customers. We uphold your corporate branding guidelines. And we deliver an exceptional experience for your customers, every time.

Who we are

CMG – The Tip of the Iceberg!

Top 1%
of Suppliers in
the Promotional
Products &
Incentives Industry



We are one of the founding partners in the

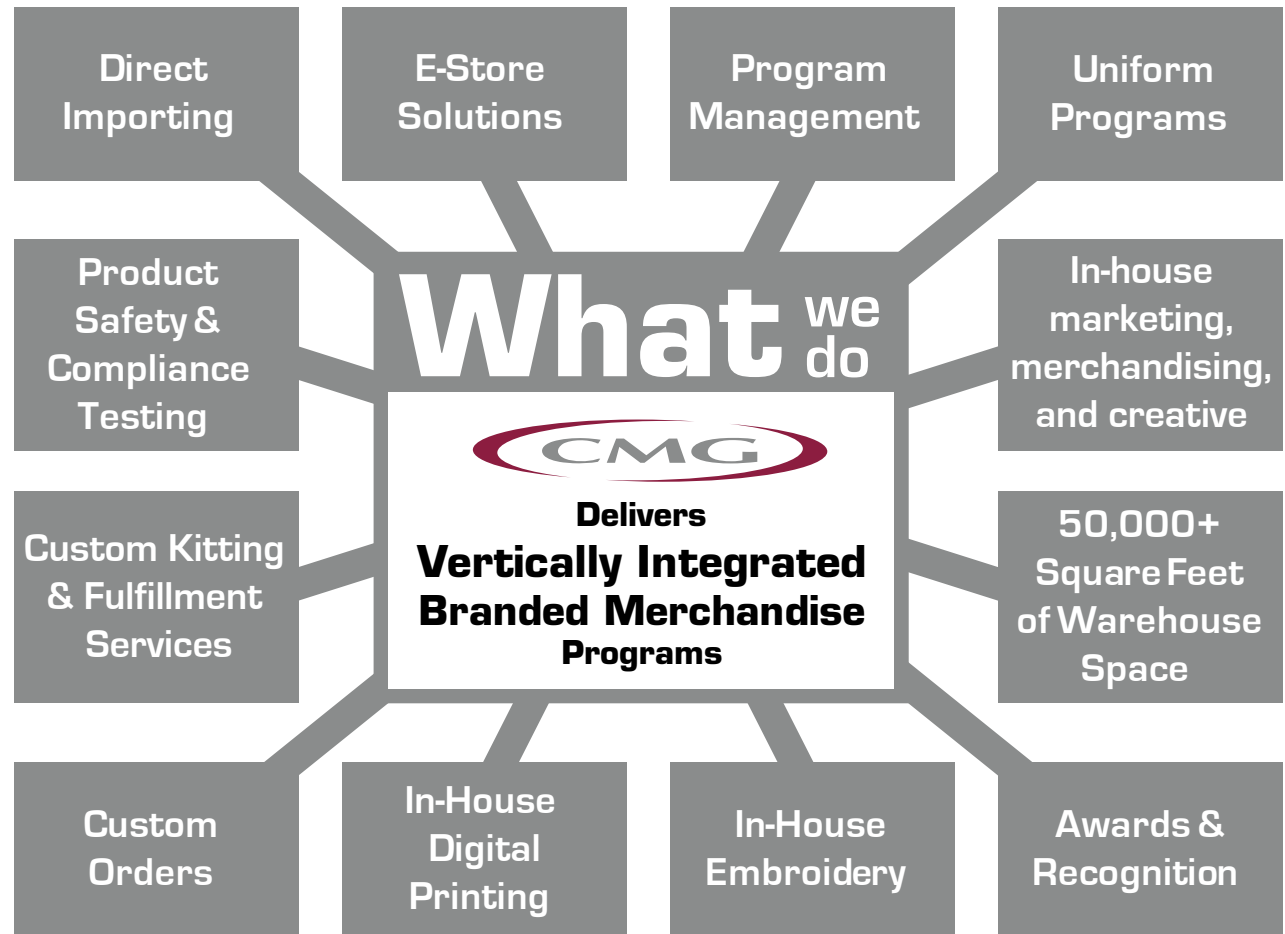
LEGACY
Buying Group L.L.C.

which currently has a buying power of over
\$200,000,000.

Our **TOP** Suppliers include:



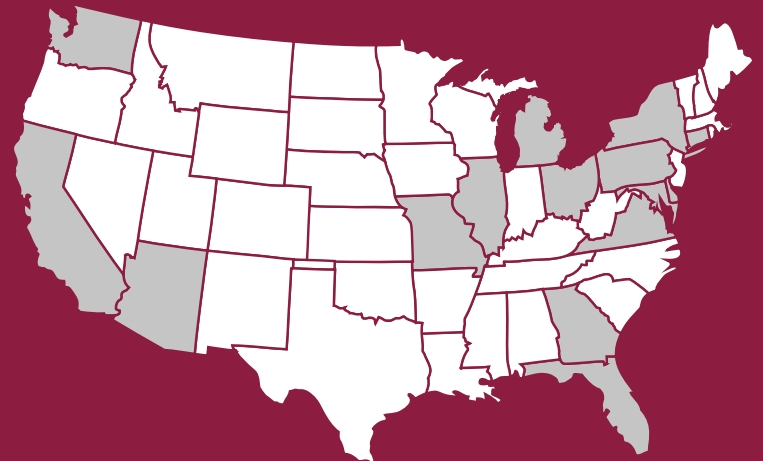
We have been honored to receive many
AWARDS some of which include:



National Sales Network

We currently employ 100 people in Michigan plus our remote teams in Virginia, Pennsylvania, and Georgia.

We also have alliance partners in St. Louis, Atlanta, Los Angeles, and Toronto.



Who we do it for

We do it for clients who care about their **Brand Promise.**



We do it for clients who are interested in a long term partnership.

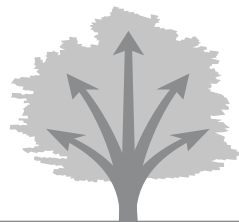
We do it for clients who want more of a personal relationship with a marketing company who cares about their growth and success and most importantly their brand.

How we do it

We have developed efficient internal management processes for measurable results.

Our reporting is detailed and customized for every client.

Our **vertical integration** model allows us to seamlessly handle your account from the initial set up to the day to day maintenance. We "in-source" so we can fulfill our commitment to **"Keep The Brand Promise".**



Brand intuition

We view branded merchandise as an integral part of your corporate marketing strategies. To us, it's a communications medium that strategically supports the brand by creating a tactile, tangible, three-dimensional emotional connection point between the brand and its audiences.

CMG takes into consideration a number of factors, beginning with a view of the client and the merchandise need through three critical areas, as subdivided below.

Brand	Sales Analysis	Product
Culture / Lifestyle	\$ / Unit Sales	Retail Trends
Demographics	Seasonality Trends	Good / Better / Best
Personality	Product Category Sales	Branded / Non-Branded
Identity Guidelines	End User Surveys	Merchandise Mix

Compliant Solutions

CMG
mitigates
RISK

5 PILLARS OF COMPLIANCE



Social
Compliance



Product
Safety



Product
Quality



Supply Chain
Security



Environmental
Stewardship

Standards & Requirements

ASTM	European Norm (EN)	Consumer Product Safety Information Act	Social Compliance
<p>American Society for Testing and Materials</p> <p>This is an internationally recognized standard organization that develops and publishes a voluntary consensus of technical standards</p> <p>ASTM963 is a standard for physical testing, mechanical testing (torque/etc) for toys.</p> <p>ASTMF1506 is a standard for performance specifications on flame resistant textile material for wearing apparel</p>	<p>EN is one of three standard organizations that is recognized in the European communities.</p> <p>EN71 standard is similar to ASTM963, specifically for toys sold in the European communities.</p> <p>EN471 provides specifications for high visibility clothing and warning clothing in the European Community.</p> <p>EN1149 are European standards for protective clothing with electrostatic properties</p>	<p>CPSIA Sections 101 and 108 address lead in substrate and surface coating</p> <p>GCC (General Certificates of Conformity) and CPC (Children's Product Certificate)</p> <p>Labels: Imported product must have tracking numbers, RN number when applicable, care/content, manufacturer information, etc.</p>	<p>SA8000 guidelines</p> <p>CMG Code of Conduct</p> <p>CMG Quality Initiative</p> <p>Quality Certification Alliance</p> <p>Audits</p>

How can we help you?

With over 30 years of experience, CMG has become an industry leader by providing customers with superior service, premium products, and continuous innovation, allowing the customer to create and sustain brand loyalty.

With branded products from CMG, your marketing will:

- Come to life memorably
- Be creative and in-demand
- Fit your image, your timeline, and your budget
- Provide an outstanding experience.

Above all, CMG helps you keep your **brand promise.**

Learn more at www.chamberlainmarketing.com



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