



sellutions®
by ECONOCO

Accelerating Brand Strategies



Our Parent Company – ECONOCO

Since 1925, Econoco has manufactured store fixtures and displays that are synonymous with innovation and value. Today, Econoco continues that near-century-old tradition by delivering high quality retail fixtures and displays with distinction. Our product lines and innovative custom solutions consistently provide our customers with the tools they need to serve their markets with more appealing, effective and functional selling environments.

“Every day 150 million Americans enter a retail establishment... almost one out of every two interacts with an Econoco product, display or fixture solution.”

Econoco directly serves the entire retail industry – from department stores, specialty stores, mass merchandisers and discounters to store planners, architects, design consultants and more than 600 store fixture and retail packaging distributors.

To complement every great retail display, Econoco's subsidiary Mondo Mannequins serves the nation's leading retailers and brands with mannequins, forms and visual displays in exciting finishes and textures that highlight the

merchandise and strike an emotional chord with consumers. The result is an increase in sales.

Econoco has changed the value proposition for retail displays and fixtures time and time again. Its Sellutions® custom fixture division continues that tradition. Sellutions is called upon to help the world's leading brands enhance their appeal and innovate the way they go to market at retail.

With our Sellutions division, Econoco continues its century of leadership in the retail industry.



Sellutions

Your Brand is Your Vision... It Should Be Displayed Flawlessly

Whether you are establishing, reinventing, or expanding your brand, Sellutions® provides expertise in creating and executing

“Our well-established brands like Champion are always getting reinvented, thanks to Sellutions by Econoco.”

—Rick Clayton
Director of Operational Services
Hanesbrands

your retail merchandising programs. From complete branding support to value engineering every program we deliver is strategically designed to maximize impact of your brand at point of sale.





НОВАЯ
КОЛЛЕКЦИЯ

НИЗ

What We Do

We offer a variety of solutions to maximize your brand's experience no matter what stage of brand development:

- **Establishing Your Brand** – One idea can change everything.

That is why we're with you every step of the way – from concept to completion; our team helps shape your vision.

- **Reinventing Your Brand** – Transformations are exciting. We provide innovative ideas and concepts to ensure your evolutions are extraordinary.

- **Expanding Your Brand** – You're thinking about moving into new markets or growing your product lines, or exploring new sales channels, the Sellutions™ team strives to maintain brand integrity by ensuring the seamless evolution of your identity.

"Thank you for working with us to produce some great fixtures and helping to make our stores look great."

—Aaron Liebert
CEO
Rally House

Who We Are

We are an innovative manufacturing company with the ability to provide you with a broad spectrum of products and services.

Our clients include:

“Sellutions’ team did a phenomenal job integrating with our core merchandising strategy.”

—Rick Schlenther
Senior Vice President
The Bon-Ton Stores, Inc.

- Department stores
 - Specialty stores
 - Leading brand marketers
 - Mass merchandisers
 - Architects and contractors
-
- Third party consolidators
 - Sourcing firms
 - Retail design firms





Getting to Know You

Sellutions' project management, design department, engineering and logistics teams, along with our overseas production facilities, provide innovative ideas to differentiate your brand and accelerate its growth. We work closely with you in a collaborative effort to capture your story, ideas and goals. From concept to completion, Sellutions provides unparalleled value and strategic selling solutions.

Sellutions by Econoco

From Concept to Completion...

Our complete Sellutions programs are renowned for their quality and success.

Armed with your requirements and an understanding of your brand, our world class creative team will develop ideas and

“We repeatedly tap Sellutions by Econoco’s expertise for showroom displays that bring our key merchandise and selling messages to the next level.”

—David Acker
President, Sleepy’s

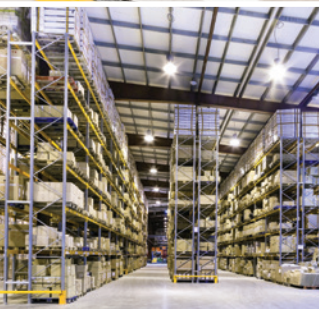
present them to you in the form of renderings, drawings and material samples.

After presenting our initial concepts, with your feedback, we refine the designs to your expectations.

As needed, we fabricate working prototypes for testing and review.

Upon prototype approval, we provide accurate production costs, schedules and your distribution options.





Exceptional Expertise and Unparalleled Services

Our services extend far beyond design and production. We support the whole value chain, while meeting your objectives.

To ensure success, all of Sellutions' services are flawlessly delivered by our team of experts.

- **Innovative Design:** We capture the complete expression of your brand and deliver products that meet your vision. We work with a broad spectrum of materials including, metal, wood, glass, fiberglass, wire, and various fabrics.
- **Project Management:** At the core of every project is our project management team. They monitor the entire process to ensure timely execution of all facets of the job.
- **Prototyping:** With state-of-the-art fabrication, we explore a variety of engineering solutions that maximize efficiency, durability and cost savings.
- **Quality Control:** We employ a full time staff of 10 quality control engineers who constantly monitor every phase of the production process.

Our Design Team... Where the Magic Happens

Our design team is comprised of people from multiple creative, engineering and manufacturing backgrounds. Their expertise was cultivated in industries including architecture, brand consulting, manufacturing processes and mechanical engineering.

They have participated in some of the largest rebranding efforts in the past 20 years involving not only the retail industry, but also the financial services and the telecommunications industries.

"Sellutions' design acumen and display strategies have improved our new product introductions dramatically."

—Cathy Domanow
Director of Purchasing and Administration
Store Design and Construction Dept.
PVH Corp

When you work with the Sellutions Design Team, you are getting the benefit of world-class branded design expertise combined with over 80 years of manufacturing know-how.

Where appropriate, part of our magic is the integration of visual displays from our Mondo Mannequins inventoried lines or our made-to-order collections from Genesis Mannequins. We create and customize, exciting and compelling displays and environments, driving traffic, and reinforcing your brand,





Crown



43 Crown

Warehousing Sellutions

We are committed to achieving the ultimate distribution objective: ***To deliver the right goods to the right place at the right time for the least cost.***

Sellutions provides a wide array of services throughout the country from our state-of-the-art, 175,000 square-foot distribution center in Hazleton, Pennsylvania. With over 15,000 pallet positions that house both our stock and custom made-to-order products, we are ready to handle the largest of orders. Our contracts with the major national freight companies ensure the lowest costs.

“Sellutions by Econoco has been tremendous to work with, making it easy and affordable for EbLens to set its brand apart from the competition with custom fixturing for our 37 store chain.”

—Michael Sartinsky
Vice President
Eblens Clothing & Footwear

Sellutions

Inventory & Distribution Management

Our Sellutions Inventory and Distribution System remains on the leading edge of technology, endlessly innovating the services component of our business. We provide accurate, real-time data through individualized reporting operations. Our

Visit www.econoco.com
to see our full line of
products and services.

pioneering services minimize operational costs and help manage and distribute inventories.





We offer the following in warehousing and inventory management services:

- 24-hour turnaround on all orders in stock
- Order tracking and shipping confirmations via email or texting
- Online ordering at www.econoco.com
- Ability to check stock through a live inventory system
- Instantaneous freight quotes on www.econoco.com
- Replenishment stock reporting
- Blanket order management and reporting
- Cross-docking capability for inbound goods that must meet delivery deadlines
- Complimentary palletizing and shrink-wrap services to protect goods in transit
- Short- and long-term storage
- 100% complete on-time delivery
- On-time project rollouts
- Complimentary pick-and-pack or full-case ordering
- Item kitting services
- White glove, truck load, LTL or small package delivery services
- Continuous cycle counting allows for uninterrupted shipping

S
E
C
T
I
O
N
S

Production And Fabrication

Sellutions by Econoco is the pioneer of “off-shore manufacturing” in the retail display industry. We bring over 60 years of experience with the best factories in Asia. With over one million square feet of production facilities at our disposal,

“Sellutions by Econoco did a great job integrating our new merchandising strategy, but even a better job rolling it out across all of our 282 Dillard’s locations.”

—Bill Short
Director of Merchandise Presentation
-Store Planning
Dillard’s Department Store

we have the flexibility to manufacture with a wide variety of materials and disciplines. From metal fabrication to solid wood, glass, plastics, fiberglass and more; our factories adhere to the highest international standards for quality, craftsmanship, working conditions and environmental awareness.

Quality Control

We employ a full time, independent staff of quality control engineers, whose job it is to ensure that our factories abide by all international standards. Each item produced, undergoes an exhaustive quality control inspection in order to ensure compliance with our customers specifications.



Sellutions

Sellutions Delivers Your Vision... And More!

If you're looking for a true partner in solving your most
challenging branding strategies, Econoco's Sellutions division is

"Fixtures designed and
manufactured by Sellutions
by Econoco have enabled us
to display our product in our
stores in a way that is both
organized and aesthetically
pleasing. With the use of
their mobile metal fixtures,
we are able to merchandise
our stores and execute a floor
plan that is both versatile and
efficient, which are key for
keeping up with the seasonal
changes in product."

—Michelle Eaton
Purchasing Specialist/Store Planning
The Jones Group

the innovative partner you've been
seeking. Sellutions will create and
execute flawlessly a custom program
strategically designed to maximize
the impact of your brand at point
of sale. We help develop compelling
fixtures and display solutions
that clearly express your brand's
core values. The outcome is the
acceleration of your brand!

Our Extensive Commitment to Social Causes

Having a strong commitment to the retail industry is only part of our corporate mission. At Econoco we've made it our responsibility to make sure that Corporate Social Responsibility (CSR) Program our efforts, time and money are well spent towards our business operations and reflected through our policies and actions to benefit our customers, employees, stakeholders, communities and the environment. We are devoted to building more impactful and sustainable programs that support our company goals while we go on to extend our commitment to the retail industry.

Among the non-profit organizations and foundations that Econoco and its subsidiaries support over the past year are the following:

- ALS Association of Greater New York
- Alzheimer's Association
- American Cancer Society
- American Heart Association
- Autism Speaks
- Big Brothers Big Sisters of Long Island
- Birthright Israel Foundation
- Brain Tumor Foundation
- Cancer Center for Kids at Winthrop Hospital
- Crohns & Colitis Foundation of America
- Children's Medical Fund of New York
- Columbia University Department of Urology Cancer Research Fund
- Community Mainstream Associates
- Cystic Fibrosis Foundation
- Epilepsy Foundation of Long Island
- Eyeglasses for the Needy
- Feinstein Institute of Medical Research
- Holocaust Memorial & Tolerance Center
- Hospice Care Network
- Island Harvest
- Juvenile Diabetes Research Foundation
- Leukemia & Lymphoma Foundation
- Liberty Science Center
- Lustgarten Foundation
- Macular Degeneration Research
- MADD - Mothers Against Drunk Driving
- March of Dimes
- Memorial Sloan-Kettering Cancer Center
- Nassau County Police Foundation
- National Cancer Research Center
- National Federation of the Blind
- National Multiple Sclerosis Foundation
- National September 11th Memorial Museum
- North Shore/LIJ Cohen's Children's Hospital
- Oxalosis Hyperoxaluria Foundation
- Olympia Sports Foundation
- Parkinson's Research Foundation
- PAVE - Planning & Visual Education Partnership
- PMC/Jimmy Fund for Dana Farber Cancer Institute
- Ronald McDonald House
- Samuel Waxman Cancer Research Foundation
- St. Jude Children's Research Hospital
- Susan G. Komen Foundation
- United Way
- USO
- Voices Against Brain Cancer
- Wexner Center



Sellutions® by Econoco
300 Karin Lane
Hicksville, New York 11801

Toll Free: 800.645.7032
Phone: 516.935.7700
Fax: 516.935.7697

Email: info@sellutionsbyeconoco.com
www.econoco.com