

nexus

MANUFACTURERS REPRESENTATIVES

"Connecting Partnerships"

COMPANY PROFILE
2024



NEXUS CORPORATE HEADQUARTERS

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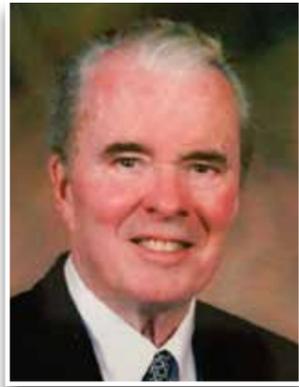
nexus

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INTRODUCTION



BOB WEGGENMANN

Nexus is one of the premiere manufacturer representative sales agencies in the Western Region of the United States. We represent a variety of manufacturers, across the twelve western United States, among three divisions: foodservice packaging disposables, food, janitorial supplies and equipment. However, 37 years ago Nexus was a one man operation working from a house in the Oakland Hills of Northern California. In fact, the company was called Sales West when it began in 1985. The original founder Bob Weggenmann started the company from humble beginnings by just representing only three companies and only in Northern California. In 1990, 1991 and in 1992 several other business partners joined Bob to help grow the agency. Patrick Nunan, Chris Matson and Melinda Webber helped Bob elevate his creation to another level by adding more manufacturers, a larger office and additional personnel. Fast forward to today and Nexus has grown to become one of the largest and most prominent agencies in the Western Region for manufacturers to hire as their salesforce. In this Company Profile you will learn about the early stages of the company, how it quickly evolved, the types of products Nexus sells today, where our offices are located, along with the development of our unique and innovative sales strategies that have helped Nexus become one of the fastest growing agencies in the United States.



HISTORY OF THE MANUFACTURERS REPRESENTATIVE

In the middle of the 20th century the idea of outsourcing a salesforce began to emerge due to the rising costs of employing a large direct salesforce. The idea caught on because it was a win, win for the manufacturer as well as for an independent sales agent. The factory could cut costs significantly by eliminating payroll taxes, healthcare benefits, retirement pensions, salaries and travel budgets for a direct salesforce. It is also a win for the independent sales agent because there was now a chance for a Rep to make a lot more money by representing more than just one manufacturer and along with it came a new realm of autonomy and freedom to run your own company. As a result, independent Rep Agencies or Brokerages began to emerge among a variety of industries throughout the United States like plumbing, electrical, industrial supplies, foodservice and even janitorial supplies.

of all manufacturers for their Brokers – the end user operator sales call. If the Broker was going to grow their sales at the distributor, with so many competitors stocked in the same warehouse, then it was going to have to be through a new sales strategy. The Brokers began meeting with and presenting their manufacturer's product lines to large end user operators like K-12 schools, Universities, restaurant chains, stadiums, hospitals, government agencies, food processors and hundreds of others. By getting a nod from the large operator the Broker was able to get a new stocking position at the distributor and the "Pull through" method of selling was born. Today, the "Pull through" method is alive and thriving, but it's evolved into more of a partnership style of selling with the distributors. It was no secret in the early years that the distributors did not like or support this sales strategy that the Brokers were adopting by calling on their customers. However, today even the distributors expect Brokers to get out and help them sell their manufacturers product lines. The term "Ride along" was coined where Brokers rode in the same car with the distributor Reps to meet with their end user operator customers and make product presentations to them.

What is even more interesting is that in the foodservice and janitorial supply industries the Broker or Rep was not really hired to engage with any end user operators. Their job was to introduce the manufacturer's product line to the distributors, within a region, and secure a stocking position with as many products as possible. In the early days the Brokers spent their time working from an office supporting the wants and needs of their distributors who mailed over purchase orders, called in weekly with sample requests and or in need of prices for additional products. The Broker Rep was, at least in the beginning, a liaison from the manufacturer to the distributor and that was all that was expected.



Today's modern Broker agency is also highly sophisticated through the adoption and use of technology where an agency's CRM or customer cloud software hosts thousands of industry contacts that are marketed to each week through digital marketing. Not only is today's Broker calling on distributors but on end user operators as well and not only in person but through technology too. Times have changed since the middle of the 20th century but today's sales approach through trained and well established Rep agencies have made going to market a lot more efficient and cost effective for the manufacturer.

However, in the late 1980's this style of selling changed dramatically as the number of competitors being stocked at regional distributors was growing. Not only that, the consolidation of distributors in the food, paper and janitorial segments was reducing the number of distributors for a Broker agency to call on in the market. What evolved is how the Broker chose to go to market. What used to be prohibited was now going to become the weekly expectation

That is the goal of Nexus, to help our client manufacturers realize their most cost effective ROI is through us because of our state of the art technology, continuous education and innovative business solutions that use to drive up sales in partnership with our customers.



COMPANY PROFILE
"Connecting Partnerships"

WHO WE ARE

The company was founded by Bob Weggenmann in 1985 as Sales West. Bob worked from his house as a small family owned Manufacturer's Representative Agency, based out of the Oakland Hills in Northern California. In 1990 Bob's son-in law Patrick Nunan joined Bob and the name was changed to Sales West Partners. In 1992 and 1993 two more partners joined the firm: Chris Matson and Melinda Webber. The small, home based business began to expand in the years to follow and eventually the Partners hired more personnel and moved into a larger office in San Leandro. In 2009 the company name was changed to Nexus and expansion into other states in the West began. Today Nexus has grown and expanded into the 11 Western states. We specialize in promoting and marketing foodservice disposables, janitorial products, and food along with a variety of equipment into the distributor community.



"Since the company was founded in 1985 the goal has always been the same which was and is to deliver strong sales results for our client manufacturers and provide our customers with quick answers and innovative product solutions so that they can make the best decisions

for their businesses. The key to our success has always been tied to the strategic "Pull through method" by placing products into large key operators in order to help our distributor partners grow. Today, we have elevated our business to another level through state of the art digital marketing strategies, sales consulting, product education and training. Our long-standing relationships, throughout the Western Region among a vast array of distributor partners and operator segments, continues to allow us to grow our sales year over year for our client manufacturers."

Chris Matson, President, Nexus

Our success stems around a high level of engagement with not only our partner distributors but with the largest key operators in all of our regions. This strategy has helped us find new sales growth year after year for our client manufacturers. Our valued operator and distributor customers are the key channels to entry into any given marketplace. As a result, we provide our customers with a variety of sales tools and services, that have proven over the past 30+ years, to be critical in assisting both distributors and operators in properly choosing the right products for their needs. We are experts in technical product training, onsite product demonstrations, logistical order tracking, online digital marketing, cost control analysis, merchandising, menu innovation, custom print, product sourcing along with custom operational application consulting. We pride ourselves in responding quickly with answers and providing a high level of service to meet our customers' needs. In this company profile you will find out more about who we are, what we do, what we sell, how we do it, where we are, the market segments, who we target, our support structure with our distributor and operator partners, our food specialists, our data collection and e-commerce capabilities, our green products, our merchandising services, our ability to source products from anywhere in the world as well as our highly skilled inside sales administrators and customer service teams. It is a challenge every day to meet the growing demand within our industry but because of who we have become, how we have evolved and what we have learned we believe that we can be the link or the "nexus" to bridge the gap in any opportunity.

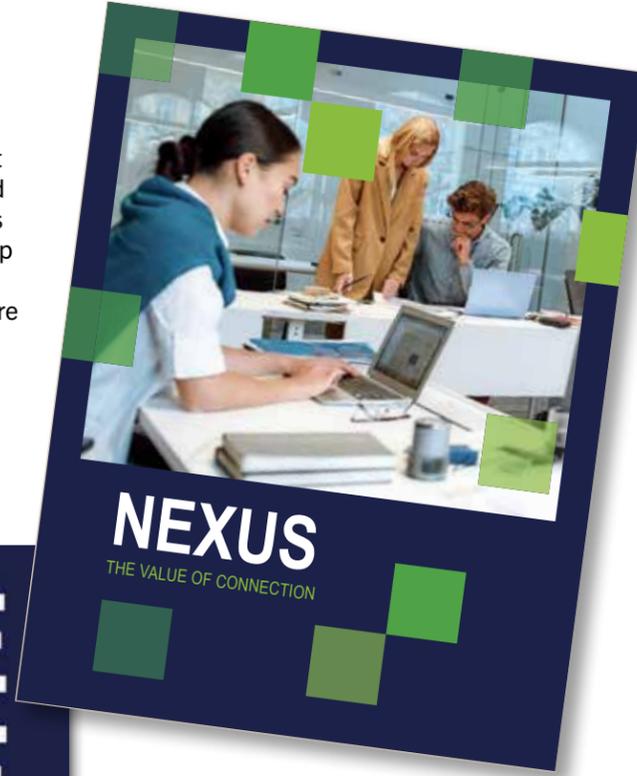


BOSS MAGAZINE FEATURE

Nexus was featured in BOSS Magazine in April 2023 which was digitally sent out to over 4,000 businesses around the country. BOSS Magazine contacted Nexus' President Chris Matson in March inquiring with him about why Nexus seems to be the buzz on social media and why the Nexus brand seems to pop up so much in foodservice and Jan/San conversations around the Western Region. Nexus gave an interview to one of BOSS Magazine reporters and were lucky enough to make the April edition as one of their featured articles.



THE
VALUE OF
CONNECTION
NEXUS IS LEVERAGING THEIR HISTORY, EXPERTISE,
AND FUTURE-FORWARD VISION TO REDEFINE THE
ROLE OF THE BROKER IN THE FUTURE



NEXUS
THE VALUE OF CONNECTION



"WE HAVE BECOME EXPERTS IN PULLING NEW BUSINESS THROUGH THEIR DISTRIBUTOR PARTNERS BY HELPING THEM MARKET PRODUCTS TO THEIR OPERATOR CUSTOMERS, WHICH HELPS DRIVES SALES."



CHRIS MATSON, PRESIDENT

"ALTHOUGH OUR INDUSTRY CONTINUES TO CONSOLIDATE, OUR VALUE IN THE MARKETPLACE IS HAVING VETERAN REPS THAT KNOW HOW TO SELL, KNOW THE PRODUCTS, KNOW THE INDUSTRY, BUT MOST OF ALL WE HAVE KEY RELATIONSHIPS WITH LARGE OPERATOR AND DISTRIBUTOR CUSTOMERS."

CHRIS MATSON, PRESIDENT



WHAT WE DO

- Sales - Foodservice & Paper Distribution
- Sales - Janitorial Distribution
- Operator Product Placement
- Consulting & Product Training
- Merchandising
- Digital Marketing & Product Promotion
- International Product Sourcing
- Customer Service - Order Processing
- Administrative Marketing Support

The historical stereotype of a Broker, or a manufacturer's representative, is unique in that for over 50 years reps were typically used by factories as a cost effective sales liaison to the distribution community. In the past it was rare if a broker went out and made an end user call to stir up demand for a product line. Since the 1940's and up to the 1980's brokers typically sat by the phone in their office, quoted prices to distributor buyers and then called in the orders to the factories one SKU at a time. Once or twice a week the broker would make a sales trip to the respective distributors who stocked their products. In 1985 the fax machine was introduced and it accelerated order processing. In 1990 the car phone became more common which allowed the broker to leave the office without missing a customer call. In 1993 the internet and email made the broker even more efficient with their ability to communicate quickly back to a customer or a factory.



It was not until the mid-1990's when an unprecedented number of distributors as well as manufacturers, in both the foodservice and Janitorial supply industries, consolidated. With less customers and fewer lines available the brokers then began to consolidate amongst each other with several dozen brokerage agencies now merging into a half of a dozen firms in any given region. Once the consolidation of so many companies began to slow down in the early 2000's the manufacturers now wanted sales growth and more accountability from their brokers.

The origins of Sales West Partners in the early 1990's was centered around one key philosophy and that is to respect the end user community and their needs as much as our distributor partners. Sales West Partners became Nexus in 2009 and we continue with that same end user driven sales approach today. What we do is simple - we promote and target our manufacturer's products among large end user operators every day in our respective marketplaces to achieve qualified inventory placement with our distributor partners. We feel we are amongst the very best in the industry in how we: train and educate our customers on a variety of product lines, how we digitally market our products to thousands of key operators, how we merchandise our factories products in wholesale cash & carry applications and especially how we close deals every day to help grow sales for our factory clients.

"As a long-time customer of Nexus I must say that for me and my operation there is no better choice than Nexus as a resource for my take-out packaging and janitorial disposables. The Nexus Team has always impressed me with their in-depth product knowledge, technical know how and especially their ability to save my company money. Most importantly their ability to provide me with a lot of options with fast and detailed follow up has always allowed me to make quick decisions to move my company forward. There is no other supplier I trust more than Nexus."

Mike Shurm, Industry Client

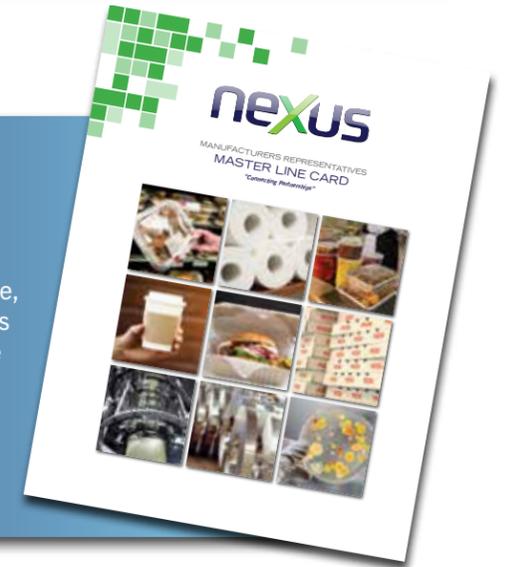
WHAT WE SELL

- Foodservice Packaging Disposables
- Foodservice Equipment
- Food
- Janitorial & Sanitary Maintenance Disposables
- Janitorial Chemicals & Cleaning Equipment
- Custom Embossed and Printed Products
- Proprietary Branded & Private Labeled Programs
- Industrial Safety Supplies
- Green Certified Compostable Products



FOODSERVICE & JANITORIAL DISPOSABLES!

We sell a variety of foodservice packaging disposables made from a number of substrates and materials like: polypropylene plastic, polystyrene plastic, polyethylene plastic and a variety of green compostable materials like bagasse, molded fiber, paperboard and polylactic acid (corn starch). The janitorial sales division sells disposables as well, like linear low and high density polyethylene plastic, products made from nitrile and vinyl as well as hundreds of products made from a variety of chemicals. Our scope of products is vast and includes over 7000 SKUs from among 40+ different manufacturers.



Nexus is divided into three sales divisions: foodservice disposables, janitorial disposables and our food specialists. Our strategy in the marketplace has always been to provide our customers with a variety of products and solutions that meets their needs in any foodservice or janitorial application. We sell plastic takeout containers, catering trays, molded fiber plates, can liners, disposable gloves, portioning bags, straws, butcher paper, sandwich wrap, bread bags, chemicals, soap, floor care equipment, backpack



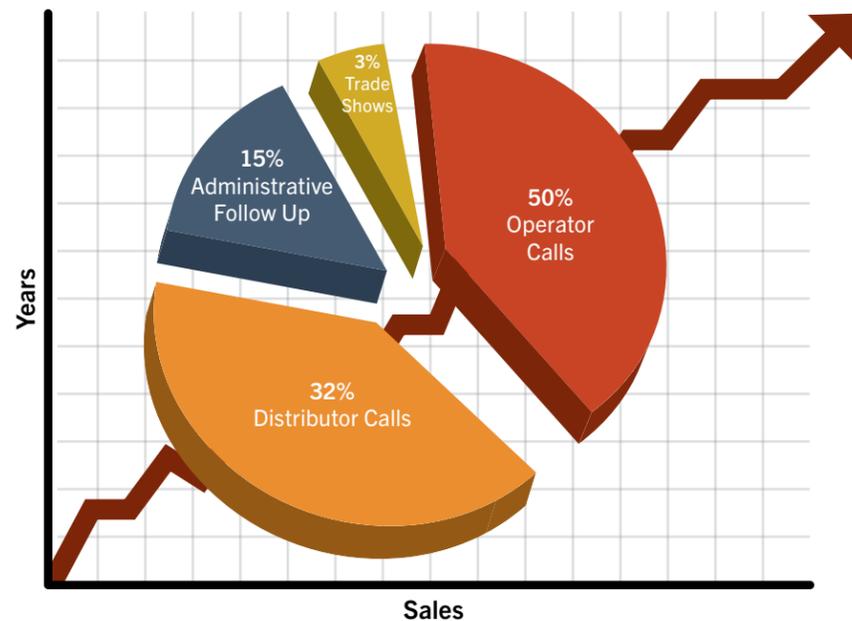
vacuums, insecticide products, plastic takeout bags, green compostable products, pizza toppings and even smoked salmon. In all we sell over 7,000 different products not to mention all of the custom printed cake boxes, bags, labels and even cups that are branded for select customers.

HOW WE DO IT

- **EXPERIENCE** - Over 275 years of combined industry experience and training among our employees in 11 states.
- **SALES STRATEGIES** - In all of our regions we spend 32% of our time with distributors, 3% at trade shows, 15% with administrative follow up and 50% with large key operators.
- **ADMINISTRATIVE EFFICIENCIES** - Our Inside Sales Support staff alleviates administrative workload that allows our Account Executives to dedicate more of their time to their customers in the marketplace.
- **TECHNOLOGY** - Our unique CRM and cloud-based enterprise technologies give us the capability to digitally promote new products to customers through email, online newsletters and social media campaigns.
- **RELATIONSHIPS** - Our 25+ sales executives maintain thousands of customer relationships that give us quick entry into markets for our partner factories.

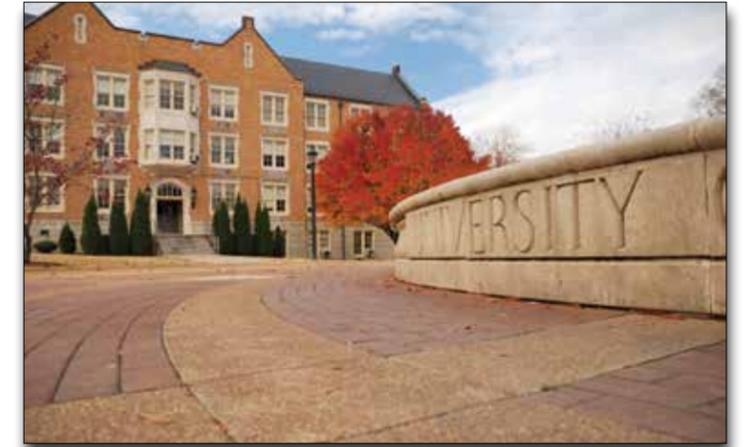
There are a lot of different channels for a manufacturer to introduce their product line into a marketplace. For example, a manufacturer can either choose to hire a direct sales person, a broker or just use advertising to promote their line in any given marketplace. The reason Nexus has been so successful over the years is due to our industry experience, our customer relationships and our 250 combined years of product knowledge and experience among our salesforce. Nexus is typically hired over other competitor brokerages because of our ability to get quick access into key markets

for our manufacturers as well as results. We are experts in collecting and sharing market intelligence with our factories with monthly sales reports but what sets us apart is we don't just collect the data we get results through our ability to use our long-standing customer relationships to close business and grow our sales. We typically focus about 50% of our time with the largest key operators in our markets. We feel that this unique breakdown on how we utilize our time gives us the edge over our competitors and has proven true with 30+ consecutive years of company sales growth.



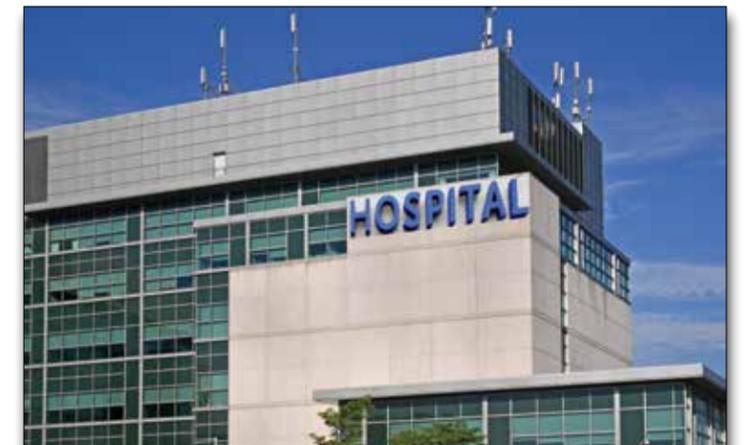
MARKET SEGMENTS WE TARGET

- Restaurant Chains
- Grocery Deli
- Bakery
- Food Processors
- Healthcare
- Hospitality
- Education (K-12)
- Government & Military
- Correctional Facilities
- Sports Venues
- Casinos
- Movie Theatres
- Contract Feeder Applications
- Colleges & Universities
- Wholesale Cash & Carry
- Retail Segments
- Janitorial Cleaning Services
- Maintenance Contractors
- Amusement Parks



Nexus' strategy in any marketplace is to focus our time on large key operators. We do this in an effort to support our distributor partners as well as to help introduce our client factories product lines. We target bakeries, restaurant chains, hospitals, school districts, theme parks, universities, stadium venues, food processors, casinos, janitorial maintenance contractors and a variety of other operator segments. We refer to these key operators as "LLO's" or large leveraged operators. By strategically targeting the largest operators in a marketplace we are able to use their buying volume to leverage a stock position within the distributor community who services these operators. The LLO's typically represent about 20% of the disposables

volume of any given marketplace. We have found that by developing a trustworthy relationship among these strategic operators it gives us access into the case volumes that we need to grow our sales quickly and help our factories build their brands most effectively. We wear chef coats and cook food, we train janitorial cleaning teams at night, we consult with hospitals on their cleaning protocol and we design and create take out packaging prototypes for restaurant chains. We strive to go beyond the customer's expectations and give them a variety of ideas, samples and resolutions for their business applications. If we don't have what they need we will even contact a competitor for our customer so that they can fill their need. The success of Nexus is derived by our customer's success.





WHERE WE ARE

- ★ **Headquarters & Sales Office**
Pleasanton, California
- ★ **Regional Sales Office**
Lake Forest, California
- ★ **Regional Sales Office**
Tukwila, (Seattle) Washington
- ★ **Regional Sales Office**
Phoenix, Arizona
- **Sales Region**
Oregon
- **Sales Region**
Idaho
- **Sales Region**
Montana
- **Sales Region**
Utah
- **Sales Region**
Wyoming
- **Sales Region**
Colorado
- **Sales Region**
Nevada
- **Sales Region**
Alaska
- **Sales Region**
Hawaii
- **Sales Region**
Vancouver (Canada)
- **Sales Region**
New Mexico



In 2009 Nexus was asked by many of our client manufacturer partners to expand into Southern California. Today we have a large regional sales office in Orange County that supports both a foodservice and a jan/san division. In 2015 we were again asked to expand to the Pacific Northwest by our client manufacturers as well as in support of our customers. As a result we now have a regional sales office just outside of Seattle in support of our foodservice and jan/san sales teams. In 2018-2019 Nexus again chose to expand by pushing east into the Southwest and Rocky Mountain Region. It is our goal to continue to grow and to be the very best Brokerage Agency in the 11 Western States.



DISTRIBUTION SALES



In all of our eleven western states our distribution partners are critical to our success. We strive to help them by presenting the options related to our manufacturers product categories and then we work to promote the products that they choose to stock with creative marketing flyers, sales meetings, providing samples as well as educating their salesforce with technical training and operator call support. Here are some of the key support roles we offer to our distributor partners:

PRODUCT SOURCING

If one of our manufacturers does not have the product that a customer needs, Nexus can source suppliers globally to find what our customers need to help them make their business grow.

QUALITY CONTROL

We know that our products have to be functional within our customers operational applications. As a result, we are quick to respond to any quality control issues with our factories products.

COST CONTROL ANALYSIS

Our Account Executives understand the costs associated with rising raw materials costs within operational applications. We strive to give our customers a range of value options so that they can make informed decisions.

QUICK ANSWERS

We strive every day to research, inquire and then respond back as fast as possible. We know that our customers time is valuable and that a quick answer could mean a faster decision that inevitably saves them time and money.

DISTRIBUTOR FIELD SUPPORT

Our Account Executives are dedicated to educating and supporting the efforts of the distributor sales representative by working with them at key operator accounts. We go beyond supplying basic product information by helping them provide technical and innovative solutions to operator applications.

PRODUCT TRAINING & EDUCATION

Our Account Executives are all highly trained experts on the stock and custom products that they promote and market. They specialize in passing on their knowledge through product training, educational sales videos and seminars.

MARKETING SUPPORT MATERIALS

Our Inside Sales Support team utilizes cutting edge graphics software, to create custom manufacturer promotional sales flyers and stock product guides in support of the distributor salesforce.

THE FOODSERVICE INDUSTRY IS EXPECTED TO GROW...

Consumers are projected to spend around \$889 billion in restaurants in 2024, per forecast data from Chicago-based market research firm Datassential. This represents a +5% increase from the \$845 billion consumers spent in 2023. By 2025, consumers' expenditures on prepared food and nonalcoholic beverages will approach 1 trillion dollars. The restaurant industry will remain the nation's second largest private sector employer with a workforce of 15 million 910% of the American workforce) among over a million establishments. The Jan/San industry is expected to be over \$55 billion in sales in 2022. The foodservice industry is projected to experience a steady annual real growth of +2.2% through 2030, excluding inflation, while the nominal growth, which includes inflation, is expected to be at +5.7% annually over the same period.¹

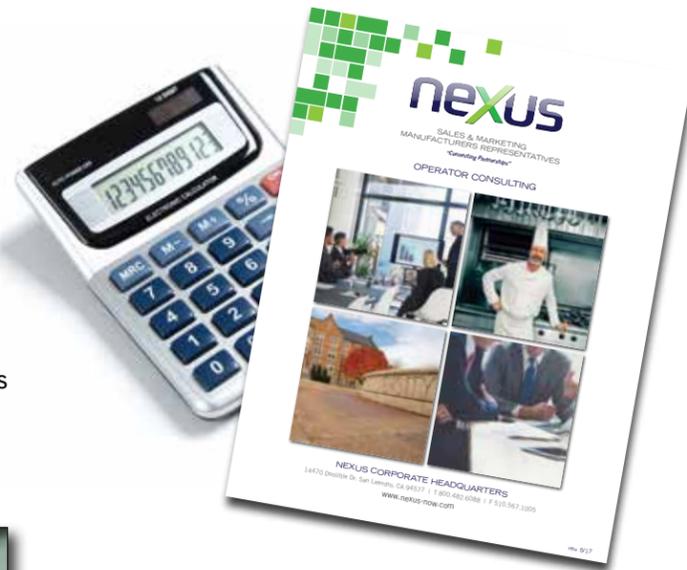
In 2022, the foodservice industry accounted for 48 cents of every dollar spent by consumers. Looking ahead to 2030, this figure is expected to rise to 53 cents, signifying the industry's pivotal role in shaping consumer spending habits.¹

Here's a deeper dive into specific segments' projected sales growth:¹

- **Fast casual, senior living, and travel and leisure:** These segments are poised for an impressive 8% growth rate.
- **Quick-service restaurants, fast-casual restaurants, convenience stores, supermarket full service, and fine dining:** These segments will experience a solid 6% growth rate. Quick-service restaurants, with their focus on efficiency and convenience (two other dominant drivers of growth), will continue to be a popular choice.
- **Casual Dining:** This segment is projected to grow by 5%.
- **Institutional foodservice, college and universities, business and industry, long-term care, hospitals, and midscale:** These segments are anticipated to grow by 4%.
- **K-12:** The K-12 segment will see more modest growth at 3%. Technomic predicts 50,000 more restaurant locations by 2030, however, the total number of restaurants still will remain below pre-pandemic 2019 levels (particularly among the full-service restaurants).¹ Demand for off-premise dining will continue to gain share, driven by consumers' desire for convenience.

OPERATOR CONSULTING

Operator consulting is at the heart of the Nexus sales strategy in any of our respective markets. It's not just about showing the chef or the janitorial manager some samples it's about understanding the operator's business, their applications and goals as well as the direction of their company. **If we are able to understand our operator customers and solve their needs we typically see their businesses thrive by becoming more efficient, their brand becomes more well known and their ability to offer more to their own consumer customers is enhanced.** Nexus has been in business for over 39 years and some of our operator customers have been buying our products for that same amount of time. If we are able to build trust among our operator customers by showing them products that function well within their operational applications then we know we have an operator customer that will be loyal to us for an extended period of time.



- Operator training / Product demonstrations
- Operator operational application consulting
- Free samples for Onsite product testing
- Cost savings consulting
- SKU recommendations and consolidation



"Nexus extensive years of combined work experience and product knowledge gives us the edge in the marketplace over our competitors. Most of our Account Executives have spent over 15+ years in the industry with a total of over 275 years of combined company experience. We use this knowledge and experience to help and support our distributor partners, our operator customers as well as to aide and assist our client manufacturers with their business goals in each of our respective markets."

Dave Divelbiss, Vice President, Nexus





FOOD SPECIALISTS

Although Nexus is not well known as a food broker we do represent and sell a variety of high quality food lines into select marketplaces. We made a strategic decision, several years ago, that if the right food line presented itself for us to represent then we would put our resources behind it as we do for our other factories. We have been extensively trained by our respective food manufacturers and we have hired a full time company chef that assists our salesforce on sales calls where the preparation of the food is critical to our success. Here are some of the key attributes we offer as food specialists to our customers:



INGREDIENT CONSULTING

Our experienced Account Executives provide chefs and restaurant General Managers with innovative nutritional options from our factory ingredient decks.

COST PROFILE RECOMMENDATIONS

As Reps, we have access to key factory management that can help rebuild our customer's ingredient costs through simple volume cost calculations, resulting in significant savings to their bottom line.

CUSTOM FOOD PRODUCTS

Our factories can formulate custom ingredients into recipes and nutritional lists to help create a custom menu flavor profile. Our account executives are thoroughly trained to identify areas of opportunity within a menu to help enhance the flavor and perhaps package the food to be more operationally efficient.



MARKETING & INDUSTRY TRENDS

As food trends change our expert Account Executives stay current on the latest culinary innovations that can help refresh your restaurant's menu offerings. At Nexus we are active on all social media platforms and we follow the industry trends closely. As a result we eagerly share these new ideas with our customers so that they can make informed decisions.



There is no secret that Nexus is not a large food brokerage agency. However, those food manufacturers, who have chosen to hire Nexus, have seen new sales growth through new distribution channels and from hundreds of end user cuttings with chefs and GM's across the industry.



JANITORIAL SALES & CONSULTING

Nexus is one of the largest janitorial sales and consulting firms in the Western United States with teams of account executives and equipment specialists in each of our respective markets. To be successful marketing janitorial products you need to have a considerable amount of product knowledge and application experience. Our Nexus account executives and sales directors are the best at floor care chemicals and equipment, as well as can liners, soaps, disinfectants, towel and tissue and vacuums. To grow in this market segment we have spent countless hours with universities, hospital chains and building services contractors providing product demonstrations, floor care consultations, and product training. The extra mile we go to ensure our customers understand which products they need and how to use it has given Nexus the reputation in the marketplace as the leader in this category.



The number of diseases that exist today in the world has grown exponentially due to a lack of hygiene and HACCP practices within public restrooms, institutional kitchens, schools and industrial environments. Nexus specializes in educating our distributor partners as well as the operators within our markets on how to prevent the spread of bacteria and proper disease control and maintenance. We pride ourselves in the factories that we represent and the efficacy of their product's impact on bacteria and it's harmful ability to spread and multiply.



Do you know the number one reason that a mom with children won't return to a restaurant?
(Answer: A dirty bathroom)
Source: Technomic

Handwashing is an easy, inexpensive, and effective way to prevent the spread of germs and keep employees healthy. Handwashing gives people the opportunity to take an active role in their own health. Nexus has a variety of products that eliminate bacteria and mildew that prevents the spread of microorganisms on hands and even on shoes into a foodservice environment.

By eliminating contamination a restaurant or any business can prevent the spread of contamination that leads to illness. Here are some statistics on basic hand washing:

- Reduces respiratory illnesses, like colds, in the general population by 21%
- Reduces the number of people who get sick with diarrhea by 31%
- Reduces diarrheal illness in people with weakened immune systems by 58%





DIGITAL MARKETING



Nexus utilizes a state of the art, custom CRM APP that hosts over 14,000 customer contacts among our four sales regions in the eleven western states. We use this data to digitally e-market to them by introducing new factory products and factory promotions as well as general Nexus newsletter information. Here are some of the key attributes we offer for our factories with our digital marketing platforms

MARKET INTELLIGENCE

As an experienced Rep agency, we maintain a vast library of information spanning a variety of products within select industry segments. When our clients request information about our marketplace, our skilled Account Executives and Administrative Support personnel can compute intelligence reports that help our factories and even our customers make important decisions for their business.

SOCIAL MEDIA MARKETING

Our inside marketing administrators post photos, new product announcements and industry articles on our social media platforms so that our key customer subscribers are informed and engaged with timely industry news and events.



CUSTOM IN-HOUSE PRODUCT TRAINING VIDEOS

Our custom product training videos are filmed in-house and are useful to prospective customers who have inquired about select products and their functional capabilities.

BRAND BUILDING

We assist our manufacturers in developing their brand image in the marketplace. Our seasoned Account Executives digitally promote their products through social media, E-Newsletters and email marketing campaigns to generate new demand and create industry buzz.

E-NEWSLETTERS

We keep our distributor and operator customers up-to-date within an ever-changing and evolving industry. Our E-Newsletters have embedded brochures and promotional icons that directly link customers to website videos, apps and QR codes. These active links easily and efficiently connect customer needs with the appropriate products for their applications.

CRM CLOUD SOFTWARE

Our Account Executives and Administrative Sales team has created a significant library of thousands of industry contacts and account information. We utilize this valuable data for our digital marketing e-campaigns.



WHY DO MANUFACTURERS HIRE NEXUS?

RELATIONSHIPS & EXPERIENCE

There are a number of different ways manufacturers can set up their salesforce. One, they can hire dedicated, direct sales people as employees. Two, they can hire an outside sales agency or a manufacturers Rep Firm (Broker). Or, for some manufacturers they like a combination of the two working together. However, before a manufacturer chooses a sales format it is always good to consider why Brokers still exist today. It's really two simple reasons but they are the most important components to success in any marketplace; Experience and Relationships.

A large foodservice distributor Vice-President once told me "I am giving you this contract not because you had the lowest prices....but because you were the only Rep that called me back!". Bad sales people don't stay employed long. If they are not professional and **experienced** they quickly lose out on opportunities and eventually go out of business. Experienced, professional Brokerage Agencies thrive because customers want to do business with them. Customers want someone who they can trust, that calls them back in a timely manner with accurate information and that can also provide product knowledge and training that accelerates their operations.

In addition to experience is another keyword that tips the scale over to the Broker side. That word is "**relationships**". It takes years to develop trust in a business relationship. The well established brokerage agencies have survived over the years because of the relationships that they have earned over

the years both with distributors and operators. A new direct rep hired by a manufacturer to go out and penetrate any given marketplace will struggle for years until they have also earned the same trust that a Rep agency has already established.

Another factor to consider here is that when a Direct Rep leaves it is very expensive for the manufacturer to then now find a replacement and train the new Direct Rep. Not to mention that Direct Rep is now starting from scratch on developing their marketplace relationships. Brokerage agencies, who have been around for a long period of time, can offer a manufacturer experienced professionalism and entry into key relationships. These are the two key factors that most manufacturers consider the most when they are trying to determine how to set up their sales structure. They typically ask this question "Do we hire a Direct Rep and wait for that person to penetrate the market over time or do we hire an experienced Brokerage Agency that can offer us quick market access into larger opportunities with new customers?"

It is true that not every Rep Agency is experienced and offers a lot of key relationships and not every Direct Rep is inexperienced and or lacks key relationships in any respective marketplace. It is a challenge for manufacturers to find the right salespeople or agencies to represent their company. However, history shows that established Broker Agencies typically tip the scale in their favor, when it comes to market experience, and the ability to offer entry into key customer relationships.

WHY DO MANUFACTURERS HIRE NEXUS?

SALES COVERAGE

Another key aspect of deciding on whether to hire a direct factory rep or a brokerage agency is "Sales Coverage". In the food and jan/san industries it is not uncommon for distributors to host trade shows, sales meetings and food shows on the same day in multiple locations at the same time. How can one factory direct rep cover all of these

meetings as one person? However, a Rep Agency can because of the number of Reps that are usually hired by the agency to strategically cover a marketplace. More sales people in a marketplace means more coverage all day every day. Which would you choose below to grow your sales in a new marketplace?



WHY DO MANUFACTURERS HIRE NEXUS?

EXECUTION OF A PLAN BEGINS!

Once a manufacturer makes a decision to hire Nexus what typically happens next is:

- We write a business plan together that outlines our planned sales strategies.
- We organize a training program for our sales personnel to be trained on the new products.
- We set up dates to work with our new Factory Regional Sales Manager in all of our markets.
- We begin introducing the products to our partner distributors.
- We begin making end user sales calls with our distributor sales personnel and offering training for their operations.
- We launch a comprehensive digital marketing campaign to promote the manufacturer's line of products.

- We provide market intel and customer feedback on the products to our manufacturers through monthly reporting.
- We grow sales through our efforts with both our partner distributors and engaged end user operators.

The process to introduce a new manufacturer into a regional marketplace takes time. Nexus currently sells products into over 400+ distributors in the Western Region and the Nexus salesforce has relationships with over 4000 end user operators as well. To make this many sales calls and effectively promote and sell a new line can take up to 18 months to do it right. Due to the bond we have with many of our manufacturers we are proud to say that Nexus has been a highly successful Rep Agency since 1985. It is this bond with our manufacturers that will carry us forward into the future.

MANUFACTURER PRODUCT LINE CONSULTING

Manufacturers sometimes need help rationalizing their product lines due to the ever-changing trends in the marketplace. In addition, new manufacturers, who might be developing a new line of products, may need some advice or guidance on which style of products, or perhaps it's color or shape and or maybe even choosing the right pack size. Moreover, in some cases a manufacturer might even need to be advised that the product line that they want to role out, might be the wrong due to a competitive marketplace or perhaps new city, county or even state ordinances or regulations that may restrict it's use. Nexus offers guidance on rolling out new product lines through our consulting services. Although our primary role in the marketplace for a manufacturer is to market and sell their product lines we have been consistently hired by many manufacturers to consult for them about their products. We offer the following services on product line consultation:

- Product line review with recommendations on SKU rationalization.
- Identification of missing SKUs in any given product line segment that need to be added in order to maximize sales.
- Recommendations on new product categories should be added to complete the manufacturer's offering and round out the line to be competitive.

- Advice and recommendations on which products should be changed to adhere to new city, county and state laws that may have ordinances against select products.
- Market data reports on the new trends in select regional markets that help the manufacturer identify with how their line may need to be refreshed to remain competitive.
- In some cases Nexus has even recommended to a manufacturer to discontinue an entire product category due to new municipal government laws and ordinances that prohibit the use of select products because of their material compounds or their environmental impact due to their inability to be recycled and or composted. The ultimate goal during a product line consultation is to help the manufacturer understand where the marketplace is trending so that they can make the appropriate adjustments internally with their product lines so that they remain viable, relevant and competitive. Nexus strives to help manufacturers not only save money by streamlining their product lines but also sets them up to thrive for the long-term.





SUSTAINABILITY EXPERTS

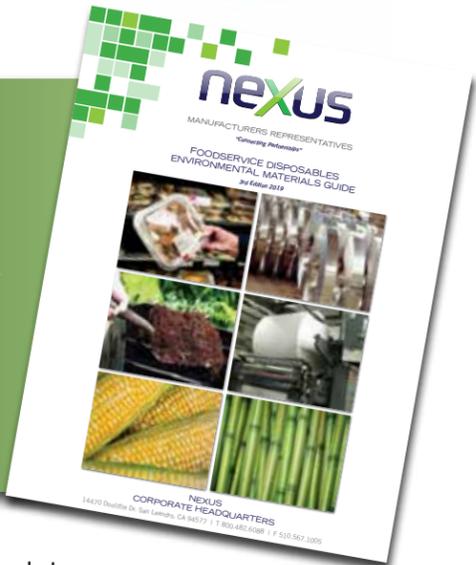
MARKETING CERTIFIED GREEN PRODUCTS

In the 1970's disposable takeout packaging made out of foam began to replace aluminum foil containers due to cost and functionality. In the 1980's foam started to get switched out for more upscale rigid plastic packaging. In the 1990's a softer plastic called polypropylene became popular because of its ability to withstand microwave heat. In the 2000's plastic is beginning to be replaced, in select cities and counties, by compostable materials like bagasse, paperboard and molded fiber because it's a "Greener" substrate that is highly recyclable and compostable. Nexus saw these trends developing over the years and adapted to them with the right factories who had the right types of products that could meet this demand. Today 35% of Nexus' total sales are now certified green products that stem from



GREEN COMPOSTABLE PACKAGING

Due to all of the city and county ordinances, over the past 10 years, on various grades of plastic in the Western United States, Nexus wrote and published a brochure titled "Foodservice Disposables Environmental Materials Guide". This guide is available on the Nexus website under "Our Services". It is designed to help customers understand how to interpret all of the "Green" terminology related to the foodservice packaging they use in their operations.



bio-safe marine degradable chemicals to compostable takeout packaging, utensils, cups and bags made out of renewable resources. The demand for Green products continues to thrive because of the city and county ordinances that have been implemented in many regions in the West and have impacted consumer behavior. Nexus is highly trained on a variety of green product categories and we strive to educate our distributor partner customers as well as the operators who use them every day so that they make wise choices for their operational applications.



SALES ADMINISTRATION & SUPPORT



We recognized a long time ago that in order for our growing salesforce to get to the next level and continue to grow we had to reduce their administrative tasks and duties internally. In the early 2000's Nexus created a team of inside sales administrators that took work off of our salesforce to make them more efficient out in the marketplace every day. Our Inside Sales Administrators compile quotes, sample requests, prepare our salesforce for trade shows and sales meetings as well as create custom sales and marketing flyers for our client manufacturers and distributor customers.



Nexus is also well known for having the most friendly yet cutting edge customer service department, in the industry, with online order management systems and order tracking capabilities that are second to none. Our inside customer service department manages customer price lists, distributes out new price increase announcements, tracks down delayed shipments and even loads sensitive customer data into online manufacturer website portals. Once the business is active our customer service department becomes the nexus or the connection to our customers needs.



A vital element of our success is also attributed to our Human Resources and Accounting departments who actively help in the search for new Nexus employees as well as accurately manage our financials every month. This team is essential to Nexus on a variety of levels. They help find key personnel that can have a major positive impact on our Firm for each of our company departments. Furthermore, they load sensitive data into our CRM and accounting software that gives the Nexus salesforce and especially the Nexus Management team the sales data they need to make strategic decisions.

NEXUS EMPLOYMENT POSITIONS



Inside Sales Administrator



Accounting



Human Resources



Account Executive



Business Development Rep.



Demo / Specialists



Merchandiser



Customer Service



Sales Director



Executive Management



INDUSTRY TRADE ASSOCIATIONS



Nexus has been a proud member of most of the trade associations and organizations below for over 35 years. It's hard to put your finger on what benefits a trade association, club or organization does for a company. The organizations listed below have helped Nexus become hired by key manufacturers, have helped us fight politicians in select cities over bad legislation against disposable packaging and have even given us top rate training and industry insight that has helped our Firm rise up to a new level of professionalism. However, the most important thing I believe that a trade association does is provide an opportunity to make new friends, and meet people that you can use to network into other opportunities.



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www.mrareps.com



CALIFORNIA RESTAURANT ASSOCIATION
www.calrest.org



ISSA
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NATIONAL RESTAURANT ASSOCIATION
www.restaurant.org



CERTIFIED PROFESSIONAL MANUFACTURER'S REPRESENTATIVE
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