

Introduction

In 2008, Screenworks made a strategic decision to supply promotional and corporate clothing into the Trade Only market. The decision to supply Trade Only was driven by Screenworks competitive advantage in:

- Supply chain management.
- Volume manufacturing capability.
- Service orientation.

Screenworks objective is to establish and forge long-term relationships with resellers of promotional merchandise throughout the UK and Europe. Screenworks aim to be completely transparent with all its customers to ensure relationships are built firmly on trust.

The purpose of the company's Trade Only policy is:

- To clearly state to both employees and customers the company's definition of a Trade Customer and an End User Customer.
- To explain how new customers are evaluated in terms of being a Trade Customer.
- To explain how End User Customers are handled if they approach Screenworks for its products or services.
- To be 100% transparent with the company's pricing policy for existing End User accounts.

Screenworks defines a Trade Customer as:

"A business who purchases promotional merchandise and/or corporate clothing and sells on to another business or consumer either for their use or for sale on to another reseller"

Screenworks defines an End User Customer as:

"A business or consumer who is purchasing promotional merchandise or corporate clothing for use within its company and/or associated companies"

On this basis Screenworks will **not** proactively approach any End Users of the products it supplies. It will also **not** enter into business with any customers who approach the company for products and are unable to prove themselves as Trade Customers.

Evaluating Customers

Most of Screenworks business comes via proactive sales work carried out internally by its dedicated sales team. All customers who are proactively targeted by the company are previously researched and then approved by Screenworks Directors' prior to any contact being made.

On occasion where Screenworks is approached by a potential new customer, the sales team categorises the account using a structured Q&A via telephone, followed up by web-based research to check publicly available information (e.g. website, Companies House data). At this point, the business will then be either approved or declined by Screenworks.

Handling End User Enquiries

Any inbound sales enquiry categorised as End User will be politely declined, unless valid evidence can be provided to the contrary. Screenworks will, however, provide contact details of one of our existing Trade Customers most suited to their needs. In this way, we aim to serve the End User through one of our existing Trade Only customers.

Historic End User Accounts

Screenworks has migrated historic End User accounts from just over 50% of its business in 2008, to under 10% in 2012. Screenworks has achieved this by focusing exclusively on building Trade Only accounts, providing a 'reactive-only' service for historic End User accounts. By managing the transition in this way, Screenworks has protected its business financially. Since 2008, Screenworks continues to focus exclusively on building Trade Only business.

Historic End User Pricing

In order to be transparent, Screenworks publish its pricing structure for these few historic End User accounts.

Historic End User accounts pay a price premium compared to our Trade Only Customers. As a minimum:

- 30% + mark-up for large historic End Users
- Up to 60% mark-up for small to medium historic End Users

This margin is sufficient to allow Trade Customers to be more competitive than Screenworks if they happened to quote for work already being carried out by Screenworks.

Assurance

Directors' at Screenworks take customer relationships extremely seriously. As such, all Directors' formally sign up to the strict Trade Only policy that is outlined above.

If, for any reason, it is felt that Screenworks has broken this policy, a formal complaints procedure is in place, in accordance with its ISO 9001 quality assurance program. For all complaints of this nature, please use the following contacts to ensure your complaint is dealt with promptly and in the correct manner.

Duncan Gilmour, Managing Director
duncan@screenworks.co.uk

Matt Daines, Sales Director
matt@screenworks.co.uk