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CO GEERPRES

INTRODUCTION TO GEERPRES® PROFESSIONAL CLEANING SOLUTIONS SINCE 1935

IN THE BEGINNING

The Geerpres[®] of today originated during the Great Depression in 1935. Founder Elmer Bard intended to design a wringer to effectively remove more fluid from a saturated mop. Bard then developed a staggered-tooth gear system that transmitted greater downward pressure without gears slipping. The downward pressure 'Prince®' wringer was born and perfected! Nearly every wringer manufacturer in the industry today uses downward pressure wringers that employ Bard's pioneering concept.

OUR REPUTATION

Geerpres[®] has a history of providing innovative premier cleaning equipment and supplies for healthcare, cleanrooms, education, food service, military, building service contractors in all industries and markets. The Geerpres[®] brand is synonymous with high quality, lasting equipment, products designed for productivity and a value proposition with unique feature content. We are a company focused on sustainable product solutions.

PRODUCT EVOLUTION

Known for manufacturing metal EVS carts, buckets and wringers, Geerpres has developed unique products working with Environmental Services in several markets. We have expanded our product line to include a comprehensive, sustainable microfiber, single-use product line. Over 35 new and substantially improved products have been added to the Geerpres line since 2013 such as the Project Trolley, Casino Carts, applicator handles, and the Linen Hamper. We strive to provide efficiency-enhancing systematic and integrated cleaning solutions with a focus on sustainability.

GEERPRES

GEERPRES® TEAM AND CONTACT INFORMATION

Corporate Office: Geerpres[®] Inc. 1780 Harvey St. Muskegon, MI 49442 Accounts Receivable: Geerpres[®] Inc. Remittance Address on invoice accounting@geerpres.com Main Phone: 231.773.3211 Main Fax: 231.773.8263 Customer Service: 800.253.0373 Website: www.geerpres.com

PRIMARY CONTACTS

NAME	TITLE	EMAIL	EXT	ROLE
Jason McCaskey	Customer Service Manager	JMcCaskey@geerpres.com	111	Logistics concerns, customer issue resolution,
Dwanya Baldwin	Customer Service	sales@geerpres.com	107	Order processing, samples request, warranty and product information
Lee Sherrell	Vice President, Sales	Lsherrell@geerpres.com	105	Sales
Michele Lynn	Accounting Manager	mlynn@geerpres.com	101	Accounts receivable, commission payments
Scott Ribbe	President	seribbe@geerpres.com	104	President

SALES REPRESENTATIVE RESOURCES

REPRESENTATIVE ON-LINE PORTAL

Visit our web portal for all Geerpres[®] Sales Representatives at <u>www.geerpres.com/sales-resources.</u> The portal provides substantial support materials for your use during a sales process. Login to the Portal on our <u>www.geerpres.com</u> home page, bottom right corner. Listed in the portal you will find the following downloads and more:

- Geerpres[®] Representative Handbook
- Geerpres[®] Positioning Statement and Branding
- Price List
- Product Catalog
- Product Line and Comprehensive PowerPoint Presentations
- Product & Training Videos
- Product Line/Advantex[®] Microfiber Research/White Papers
- Product Data (Specification) Sheets
- Policy Documents; Pioneering Account Registration, MAP, Branding, Positioning
- Forms; Account Application, Cart Demo, Sample Orders
- Geerpres Cart Quote Request Including Current Pricing

Contact Customer Service for the current password to the portal if needed. The password is changed as needed and communicated to representatives via email.

MARKETING

EMAIL COMMUNICATION

- o Geerpres uses MailChimp to communicate with Representatives, Distributors and End Customers.
- We do not use a set schedule with constant contact, rather, communicate pricing changes, announcements, promotions, product launches or highlights typically 1-3x per month.
- This is a critical means for Representation to remain up to date. If you do not receive these communications, please sign up at <u>www.geerpres.com</u> and assure the communication is not filtered.
- For those emails we send to distribution and end customers, we will provide a 'be advised' email to representation in advance of the email to the distribution or end customers to assure awareness. Emails are tailored to the audience or market vertical.

• WEBSITE

- Though referenced throughout this handbook, the website has valuable information on most, not all product we manufacture.
- Please also use the "Resources" tab with relevant videos on products, assembly, Specification (Product Data) Sheets, and the catalog.
- Geerpres offers a number of items for direct purchase on our website. Generally, occasional replacement part, or single unit orders are placed on a limited basis from a variety of accounts, often consumer level. Website product pricing is dramatically inflated over MSRP and distributor list pricing to avoid conflict, rather, to redirect sales to Distribution.
- CATALOGS
 - o Updated as needed, typically 1-2x annually, with timing generally related to trade shows.

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- TRADE SHOWS
 - Geerpres has historically exhibited at ISSA, AHE, APIC, and NETWORK, with additional support provided to key distributors at table-top events. Any requests for local booth support with distributors should be directed to our VP Sales.
 - Trade shows are listed in "About Us" tab on the Geerpres website.
- BUY GROUP
 - Geerpres is a manufacturing member with Network Distribution buy group, with discounts and rebates provided to those members through Network.

ORDERING LITERATURE

Electronic documents may be downloaded from the Website, with incremental information on the Representative Portal. We do not publicly share all information except through the Representative as we protect certain documents from competitors. Some documents such as white papers necessitate email authentication from end users and are monitored prior to distribution.

If you require hard copies of catalogs, please submit requests to sales@geerpres.com and assure a correct ship-to-address, indicating if residential or commercial.

SAMPLES (EXCLUDING EVS CARTS)

A Representative Sample Order Form is available on the Portal with typically requested items. Please complete this document and copy to <u>sales@geerpres.com</u>, and <u>lsherrell@geerpres.com</u>. Please be conscious of significant freight and product cost.

Requests: <u>» Representative Sample Order Form</u>

EVS CART DEMO/TRIAL UNITS

Due to the extensive cost to trial EVS carts, we necessitate the form linked below and on the Portal be completed for the request of a EVS cart. This form must be submitted to <u>sales@geerpres.com</u> and meet the following criteria:

- The potential customer will be purchasing carts within the next 3 to 6 months.
- The opportunity is equal to or greater than \$30,000 at distributor cost.
- A purchase order from the distributor is required with Net 90 day payment terms (with credit approval). This assures commitment and hopefully care in the trial process. If not returned by the net 90 days via an RMA issue, payment is expected.
- Freight will be prepaid by Geerpres[®].
- Inherently, the more information available is always better.
- Requests: <u>» Housekeeping (EVS) Cart Demo Request Form</u>

TERMS, PRICING, PROCESSES, REFERENCE MATERIALS

Geerpres[®] current pricing can be located on the rep web portal, requested via customer service (sales@geerpres.coom) or Geerpres VP of Sales.

TERMS & CONDITIONS, WARRANTIES and RETURNS

For a complete list of terms and conditions of sale, including warranties and returns, please go to <u>www.geerpres.com/warranty/terms-and-conditions</u>

ORDER PLACEMENT

- Purchase Orders are preferably emailed to **sales@geerpes.com**. In the event that the customer does not have access to email, orders can be faxed to 231.773.8263. Please contact Customer Service with any questions regarding pricing, status updates, shipping information, etc.
- Upon receipt, each order is reviewed for qualified purchase order, customer account, pricing, credit and freight terms. Geerpres will accept orders compliant with its terms of sale, specifically those terms in common with the Uniform Commercial Code and from customers meeting credit criteria. Orders will be placed on hold in the event of unresolved payment issues and/or PO discrepancies.
- <u>EDI Capable</u> In the event that the customer requires Geerpres[®] to manage and monitor an EDI portal, the account may necessitate a trial period to determine order volume. When approved, the EDI program will then be implemented for the customer and managed by Geerpres[®]. Geerpres[®] reserves the right to terminate this service and related service/maintenance cost at its choosing.

OUTBOUND FREIGHT

- Orders Less Than \$6,500 Ship Ex-Works Origin, Collect or Prepaid/Add
- Extra Requirements Extra costs that include but are not limited to; Limited access delivery, inside delivery, lift gate requirements, delivery appointment, extra shipping insurance and special shipment packaging are the responsibility of the customer.
- Prepaid Freight PPD Freight on orders at or above \$6,500 (excludes assembled project trolley)
- International Shipping Including Canada and Mexico All shipments are Ex-Works origin. Geerpres[®] Is
 not responsible for any customs duties, import or excise taxes of the importing customer. Please
 contact your local customs office for any questions regarding local, state, federal laws and taxes.
- Freight Claims Freight claims are the responsibility of the receiving customer. Geerpres[®] will assist when necessary.
- Shipment Tracking- Tracking information is provided on the distributor invoice when product is shipped. Please have your DSR contact their financial team for tracking information of the shipment.

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PRICING

- Pricing is typically updated annually, however, as needed depending on material cost volatility.
 - Representatives will be advised when pricing is updated and effective, with expectation that the account managers will contact their customer base, and provide the electronic price list from the portal.
 - o Geerpres no longer prints/mails prices lists.
 - Product Catalogs are printed in limited quantities, with the expectation to use electronic options.

DEVIATED PRICING

Price deviations are determined based on volume, highly probable growth potential, or competitive requirements. Certain products such as commodity sensitive items will generally not be deviated. Please direct your deviated pricing request to Geerpres[®] VP of Sales via email with details and justification for your request.

Geerpres[®] may offer limited time promos distributed by email and offers certain special pricing discounts or closeout items on the website. Please inquire on these items if you have any interested party.

EVS CART, PROJECT TROLLEY PRICING / QUOTING

As our most requested quote and due to extreme commodity volatility, we now update pricing through the portal on all Enterprise, Casino, and Orion EVS carts, and Project Trolleys, offering a volume-tiered discount. Pricing is updated on the 1st of each month with commonly sold models/SKU's. Please see the <u>below pages 9-10</u> for additional detail and the RFQ document, also located on the Portal. Pricing will be updated in the document as you complete. Please use this 'Cart Quote Form' document to provide to your customer. Quotes can only be valid for 30 days. Understanding many capital-spend projects take >30 days to gain funding/budgetary approval, we suggest you have a specific conversation on this topic with your customer contact(s). Lastly, please update your document from the website portal after the 1st of each month to assure pricing is accurately provided. We also ask that you copy <u>sales@geerpres.com</u> to assure we are plan raw materials accordingly.

PRODUCT RETURNS (RMA Requests) / Product Concerns

- Please contact Geerpres Customer Service for any product returns or concerns.
- The Customer service team will evaluate the return, and if accepted, will send you an RMA number. The RMA number should be clearly marked on the returned package(s).
- All non-product issue returns must arrive in re-salable condition to get credit. If item arrives damaged or unsalable, a credit may be denied.
- A restocking fee of 25% will be deducted from any credit due unless otherwise determined at Geerpres' discretion.
- Any product concerns should be communicated to the Geerpres Customer Service Team within 5 days of receipt.



February 4, 2022

RE: EVS Cart Quotes and Pricing Process

Dear Valued Geerpres Representatives,

In our most recent price book active as of February 1, 2022, Geerpres has eliminated published fixed list distributor pricing on our EVS carts. All carts will now be quoted to distribution through a new model/process designed to simplify and expedite responsiveness to our customers.

Geerpres will provide to our Representatives monthly updated pricing on our most commonly purchased EVS Enterprise, Casino, Escort carts and Project Trolleys. A PDF file will be saved to our Representative Portal on or about the first of each month, combined with an Excel file saved as <u>"yyyy.mm. MSR Cart Quote Form</u>". In doing so, we hope to simplify your sales process with immediate access to cart pricing, which includes volume discounts at tiered levels. The Excel version will allow you to enter a part number which then populates the pricing during the given month, printable as a PDF file to send to your distributor, with copy to <u>sales@geerpres.com</u>.

Most of you are aware of the various material cost increases incurred over the past 12 months, in some cases driving 50% plus price increases. Unfortunately, all of which pricing is purely material cost driven. This pricing/quote process will also be adjusted favorably if/when costs hopefully return to pre-pandemic levels. It is also worth noting that volume production in steel fabrication is a substantial driving factor and can dramatically improve cost, thus allowing for new volume discounts in this process.

Each cart quote/price file is valid for the month (approximately 30 days) when distributed. Quotes cannot be extended beyond 30 days, as Geerpres cannot fix our material cost for more than a 10-day period. We recognize that purchase orders generally take more than 30 days from the date you provide pricing but request you to clearly communicate with your end users and distribution buyer(s) that the quote cannot be guaranteed for more than a 30-day period.

You will notice that the Cart price file also includes additional add-ons for specific shipment requirements. Most logistic companies have dramatically increased service charges in the last 12 months in addition to standard freight rates. These charges include incremental insurance, lift-gate, delivery appointment and limited access charges. Geerpres can no longer absorb these costs which are not included in our prepaid freight (\$6,500 order level). If your customer requests a service that may not be listed, please contact us for an estimate. Please note that Geerpres is not responsible for additional charges that are added by a carrier on after items have shipped.

In an effort to appropriately plan for volumes and maintain favorable lead times, it is critical that pricing/quotes provided to our customers are also copied to <u>sales@geerpres.com</u>.

If you have any questions, please feel free to call our customer service number toll free at 800-253-0373. As always, we value your business and thank you for you continued support of Geerpres.

Sincerely,

Jason McCaskey Customer Service and Supply Chain Manager

Cc: Scott Ribbe

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Example of the Geerpres Cart Quote Form



Shipping/HandlingChargesFor Reference				
Limited Access Delivery	Delivery is more difficult to traverse as in hospitals, military bases, government facilities and large cities, etc.			
Special Shipment Pack	Product is to be packaged orskidded to a customer's specification. For example, 2 per skid versus 4 per skid.			
Inside Delivery	Customer wishes to have the product delivered inside the door of the business			
Lift Gate Required	Required when customer does not have a loading dock or forklift			
Appointment Required	Customer requires prior time and date scheduled for delivery			
Insurance Required	Customer wished to have product covered with extra insurance over the base amount of carrier. Standard is \$3-4 poer pound.			

DISTRIBUTOR PIONEERING

ACCOUNT REGISTRATION

Recognizing the sales effort required to present and close a potential facility on a Geerpres[®] product, Geerpres[®] offers a pioneering agreement designed to protect the distributor. This program initiates the sale and puts forth the necessary time and effort to sell said end user account vs. a competitive distributor who offers "undercutting pricing" at the end of the sales cycle when said business is put out to competitive bid.

- Using the Geerpres[®] rep web portal **www.geerpres.com/sales-resources**, Manufacturer Sales Representatives will complete a registration form to establish pioneering distributors and corresponding end-user account opportunities.
- Once registered and submitted, the Geerpres[®]Sales Management Team will validate whether the end user is qualified for account registration. In order to register a prospective end user, a joint call with a Distributor Sales Representative (DSR), the Manufacturer Sales Representative, and/or a Geerpres[®] Sales Management Team member is required. Qualifications for account pioneering registration include:
 - New or existing business for Geerpres[®].
 - Advantex[®] and Virtual Manager product lines.
 - Qualified sales levels at a minimum of \$20,000 annually.
 - > Distribution serviceability, including regional capability and/or affiliate capability.
- When validated, Geerpres[®] will authorize/award the pioneering agreement, and in conjunction, may offer the Pioneering Distributor an exclusive deviated pricing contract (a.k.a. "SPE") for the specified end user and product(s) based on the qualification of the sale. Alternative distributors attempting to 'poach' the specified end-user opportunity will not knowingly receive an SPE or pioneering agreement from Geerpres[®] for the identified end user.

- Geerpres[®] retains the option to designate a national or house account if the distributor is unable to service the entirety of the end-user account on a regional or national basis, thereby providing a national SPE option in which the SPE pricing may be shared with additional distribution customers or resources to ultimately service the end customer. Deviated pricing is offered with varying factors considered, including, but not limited to, terms, conditions and volume. Therefore, Geerpres[®] does not warrant exclusive SPE pricing under any conditions, other than specified in a pioneering agreement for specific end-user accounts. The pioneering agreement is intended for sales opportunities on Advantex[®] and Virtual Manager where the sales potential is equal to or greater than \$10,000. At Geerpres[®] discretion, the pioneering agreement may be awarded on large opportunities on other Geerpres[®] products, such as housekeeping (EVS) carts.
- This pioneering agreement is for a specific location defined by the location's specific address. If the location is part of a larger system, the system can be registered if a joint presentation between the DSR and Geerpres[®] Manufacturer Sales Representative and Geerpres[®] Sales Management Team member has been made at the corporate level.
- If the end user is part of a public bid or GPO, Geerpres[®] will also protect the pioneering distributor. All distributors will have access to the deviated contract on a public bid or GPO. Geerpres[®] will then award the pioneering distributor an additional percentage as a pioneering COMMISSION on the back end, intended to protect the pioneering distributor on public business and GPO awards. Geerpres[®] retains the right to define any incentive or commission rate based on public bid terms and pricing.
- A Pioneering Distributor may lose the pioneering agreement protection if the end user communicates directly to Geerpres[®] to inform us they are transitioning their Jan/San business to another entity. Geerpres[®] will make every concerted effort to qualify and validate the end-user request in writing prior to awarding the end-user request.
- The pioneering agreement provides protection for a period of six months from the date of approval by Geerpres[®]. Renewals can be made to the agreement, if approved by Geerpres[®], based on activity and timing of buy decision by the registered end user.

Complete and submit the following forms to sales@geerpres.com.

- » Geerpres® Pioneering Policy and Definition of Distributor Accounts
- » Healthcare Pioneering Account Registration Information Request