

demandbridge® certified

Increase sales and build relationships with the print industry's largest distributor network representing more than \$2 billion in annual sales.

Promote your capabilities to the print industry's leading distributors

DemandBridge, a leading technology innovator in the distributor marketplace for more than 20 years, is once again revolutionizing the industry's technology landscape. By bringing together print suppliers and print distributors in an integrated online environment, DemandBridge, for the first time, allows certified suppliers to market their most profitable products and services to qualified distributors in an exclusive setting.

DemandBridge certification gives your business the competitive advantage

As a **DemandBridge Certified Supplier**, your business will gain immediate validation and access to an exclusive network of thousands of print buyers. Your company profile and products will be listed in our search engine, instantly increasing exposure of your products and capabilities. With this versatile marketing tool you can expand your reach into new market areas or pinpoint your services to your most cost effective regions while minimizing excessive quoting on projects that don't fit your manufacturing operation. Our dedicated marketing team helps you promote your niche products directly to buyers without the added expense of costly marketing campaigns.

Industry leaders partner to build a \$2 billion supply chain network

DemandBridge and Kramer-Smilko are leveraging their marketplace strengths and forming a partnership that will integrate Kramer-Smilko's distributor network into the DemandBridge Certified supply chain. Together, these distributor networks represent more than \$2 billion in annual print-related sales and include 90% of the top 25 print distributors in the U.S.

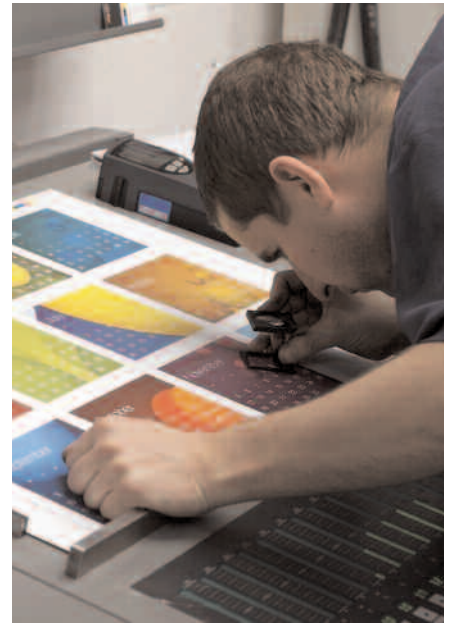
This partnership provides DemandBridge Certified Suppliers exclusive access to the industry's two largest distributor networks and ensures their niche products and services are marketed 24x7 via the DemandBridge search engine.

Be one of the first to access SourcingBench

DemandBridge supplier certification is the first step to joining SourcingBench, a revolutionary industry-specific ecosystem that will help you increase your business exponentially without increasing your cost of sales. SourcingBench has a planned introduction in 2009.

DemandBridge Certified Advantages

- **Market your niche products and capabilities every day to thousands of print buyers**
- **Identify strategic sales prospects regionally or nationally**
- **Minimize redundant quoting**
- **Low, fixed cost for certification and subscription**
- **Exclusive right to display the DemandBridge icon on your company's website and marketing materials**
- **Access to SourcingBench, industry-specific technology that has a planned introduction in 2009**



"Prospecting for new sales leads can be time-consuming and costly. DemandBridge certification gives me instant exposure to new buyers and lets them know our quality and services are excellent!"

*Bob Ohr
President, Chicago Envelope*

SourcingBench – industry-changing technology designed to reinvent the sourcing and workflow process

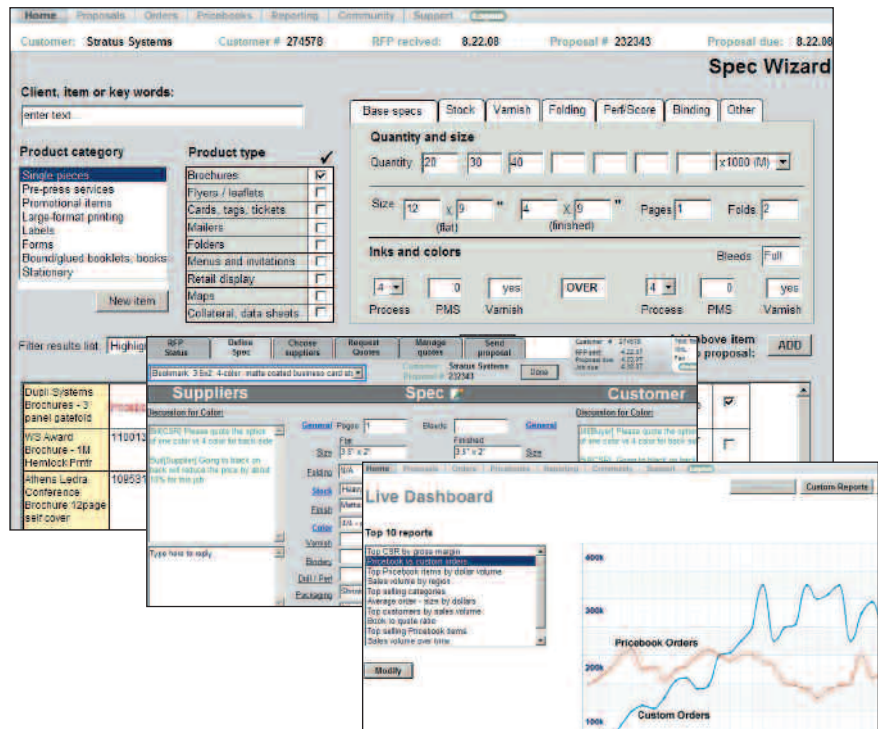
SourcingBench is a revolutionary industry-specific product with an online user-interface that will allow your business to:

- Greatly reduce inefficient “quoting and hoping” by managing online price books
- Provide a price book that promotes your most profitable products via an online search engine that is accessed by thousands of print buyers
- Receive valuable feedback from distributors when you win or lose jobs via the SourcingBench feedback engine
- Monitor the status of projects throughout the production process in an automated online platform
- Analyze business processes and increase return on investment through the on-demand SourcingBench dashboard

SourcingBench will allow best-in-class suppliers to service best-in-class distributors with a fully automated supply chain, helping you win new customers and better serve the ones you have.

“Partnering with DemandBridge gives us the ability to integrate our distributors into the industry’s largest supply chain network and provide them with the technology to better serve their customers.”

*John Smilko
Vice President, Kramer-Smilko*



About DemandBridge

DemandBridge delivers the technology solutions market-leading distributors and suppliers need to achieve sustainable growth and profitability. DemandBridge attracts the best distributors by offering the only end-to-end platform that connects a distributor's accounting, operations and inventory systems with the industry's leading on-demand marketing, promotion and print eProcurement portal used by thousands of registered print buyers.

Take your business to the next level with DemandBridge supply chain integration technology designed exclusively for distributors and suppliers. Based in Norcross, Georgia, DemandBridge (formerly TopForm® Software) reaches the entire value chain, helping print distributors and suppliers meet the evolving needs of enterprise customers. For more information, visit www.DemandBridge.com.

“SourcingBench is a unique vehicle for manufacturers where you can consistently communicate your capabilities and services to the industry’s top sales and customer service representatives.”

*Randy Eldridge
President,
Dupli-Systems/Ohio Cutsheet*