

## FMR IS A GLOBAL EXPERT IN BRANDED MERCHANDISING PROGRAMS.

FMR'S PROCESS IS POWERED BY PROPRIETARY E-COMMERCE SITES AND INCLUDES UNIQUE MANUFACTURING RELATIONSHIPS, GLOBAL LOGISTICS AND 24/7 IN-PROCESS REPORTING FOR UNMATCHED QUALITY, ACCURACY AND SPEED.

### 01 GLOBAL SCALE

The FMR merchandising team has handled over 750,000 individual orders from more 10,000 individual dealerships and aftermarket facilities, servicing customers around the world.

FMR can manage any size stock or custom order, or requests for all-new merchandise products engineered from the ground up. Working with a vetted selection of quality-focused factories, FMR Merchandising programs have created 50 million+ individual brand impressions.

50m+

individual brand impressions

1m

+

customer contacts

24/7

online reporting & tracking

### 02 COST COMPETITIVE

FMR offers the widest selection at the most competitive prices. FMR's deep understanding of automotive co-op programs and brand integrity ensures your retail organizations get more value for their promotional dollar while representing your brand accurately in the marketplace.

Our state-of-the-art warehousing and inventory management systems provide JIT distribution and accurate pick and pack fulfillment solutions.

### 03 CLIENT ACCESS

FMR automotive clients have access to custom licensing solutions, proprietary, fully interactive catalogue and e-commerce platforms (that match our clients' existing platforms). We offer complete management of manufacturer brand guidelines and digital integration with client/dealer billing programs. FMR's 24/7 online reporting tracks user sales, promotional activity, production and delivery status, as well as call center activity.

## 04 BEYOND PROMOTION

Beyond merely promotional usage, FMR merchandising programs also support resale use, customer incentives, event activations, seasonally-themed giveaways, employee recognition, retail clothing displays, in-store POS materials, custom packaging concepts, specialty programs and VIP programs.



## 05 BRANDS IN DEMAND


FMR has product relationships with hundreds of brands today's consumers desire.



## 06 SUPERIOR SUPPORT

With more than 20 years of automotive experience, FMR's professional Merchandising Specialists bring you unmatched customer service revolving around exceptional product research, package engineering and logistical and event management expertise. FMR can also provide creative executions and data support for the implementation of your promotional programs and ideas.





FMR is a technology and marketing company offering a collection of products designed to help unlock the lifetime value of customers.

For more than 20 years our belief has been: To be the First Marketing Resource for our clients.

What began as a business born from automotive branded merchandise has grown to encompass a full range of innovative, data-driven customer loyalty solutions.

 **FMR** Loyalty Starts Here.<sup>SM</sup>

For more information contact us on +1 877-750-1054

