

CBI PEER CONNECTION FORUM

September 10, 2020

STOREY
KENWORTHY



Office interiors and products

CONTACT INFO

Lincoln Dix

- VP of Supply Division
- ldix@storeykenworthy.com



Jessica Jenson

- Senior Client Relationship Executive
- jjenson@storeykenworthy.com



ABOUT STOREY KENWORTHY

- Largest, independently owned office supply company in Iowa
- 80+ years in business
- Fourth generation family ownership
- CBI Endorsed Member
- Products we offer:
 - Office supplies
 - Custom print, promotional items, apparel
 - Breakroom, cleaning, and PPE supplies
 - Furniture and design services





AGENDA

- Prize giveaways!
- Supply Industry Update
- Covid-19 Changes
- What are others doing?
 - Approaches to reopening
 - Adaptations being made
- Marketing in a “New” World
 - Marketing shift in messaging and mediums
- Corporate Brand Strategy
 - Maintaining integrity
 - Maximize impact while minimizing time/expense
- Looking Forward
- Special Offer for Members

HIGHEST DEMAND PRODUCTS

- Hand Sanitizer (Purell)
 - Touchless dispensers
 - Gel-based product
 - Pleasant smell
- Facemasks
 - Non-medical grade
 - Disposable and Reusable
 - Anti-microbial
- Disinfecting Wipes (Clorox)
 - Convenient
 - Gentle on commercial furniture



- Disinfectant
 - Ready-to-use
 - EPA rated for fabrics and commercial finishes
 - Aerosol-based (Lysol)
- Barriers & Social Distancing
 - Acrylic or Polyethylene material
 - Signage
- Gloves
 - Nitrile & Vinyl



WHERE THE MARKET IS TODAY

- Hand Sanitizer
 - Ample supply from alternative suppliers
 - Safety issues with some product
 - Purell Dispensers – Dawn Dish Soap Bottles
- Disposable and reusable facemasks
 - Market is saturated
 - Masks are here to stay
 - Accessories are the “new” thing
- Cleaning and Disinfecting
 - Hit or miss on products still
 - Dispensers are hard to come by
- Gloves
 - Hard to come by
 - Shown to be less effective
 - Most deferring to hand washing
- Paper Products
 - Supply is stabilizing
 - Some purchase limits still in place

GIVEAWAY

Purell Cleaning Kit
3M Teamwork Kit





HOW BANKING HAS CHANGED

THEN

- In-person
- Financial security
- Interest rates
- Relationships and Community

NOW

- Mobile and online
- Personal safety and PPE
- PPP Loans
- Social Distancing

REOPENING PLANS

- Increased cleaning and sanitization
- Hand sanitizer stations
- Facemasks
- Acrylic shields at teller stations
- Floor markers for social distancing
- Increased spacing between staff
- Alternating weeks for staff and remote working



REOPENING PLANS (CONT.)

- Increased use of drive-through
- By appointment only
- Employee and customer screening and temperature checks
- Removing water dispensers and coffee machines
- Restrooms closed to public
- No pen reuse



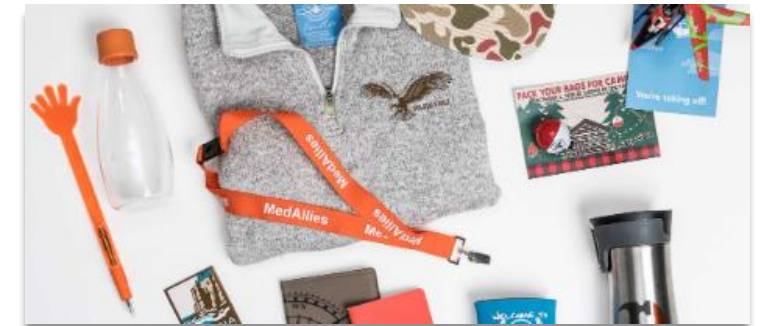
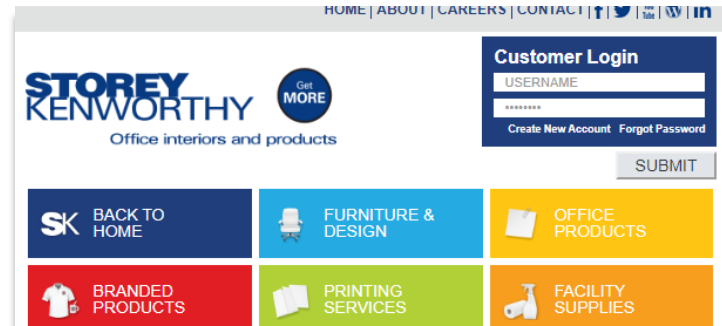
HOW DO YOU MAINTAIN CUSTOMER
RELATIONSHIPS AND HIGH LEVELS OF
SERVICE?



HOW HAS YOUR MARKETING STRATEGY
AND MESSAGING CHANGED?



WHERE IS YOUR BRAND?



Printed Items

Business Cards
Envelopes
Letterhead
Checks and Tickets
Brochures

Electronic

Email Signatures
Website
Electronic Forms
Social Media

Hard Goods

Mugs
Pens
Vehicles
Apparel
Building Signage

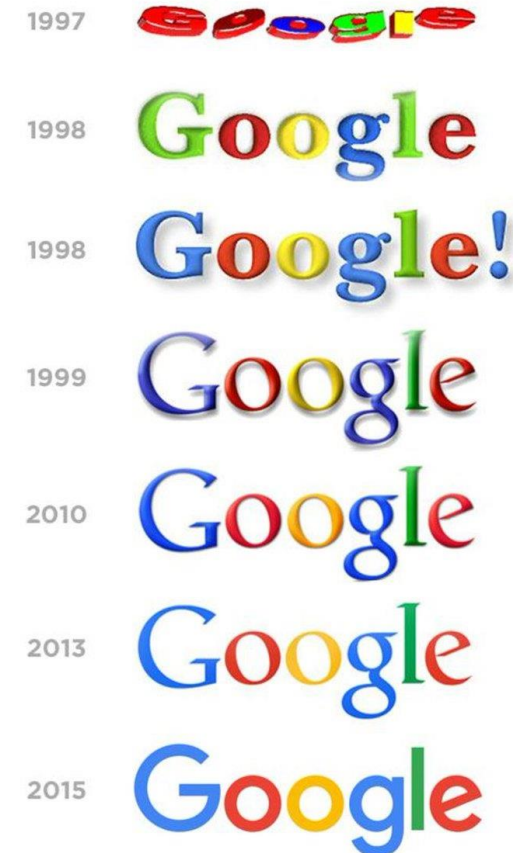
GIVEAWAY

Storey Kenworthy and HP gift basket



CORPORATE BRANDING

- Standards for logos
 - Colors – Pantone/CMYK/RGB
 - Layouts and spacing
 - When to use each
 - Fonts
 - Various logo files and formats
- Brand Voice
 - Consistent messaging
 - What you want to communicate?
 - Where do you market?
- Designated contacts for overseeing



PEPSI LOGO OVER THE AGES



1898



1905



1906



1940



1950



1962



1973



1991



1998



2005



2008



1876-1912



1912-36



1936-1937



1937-50



1950-56



1956-68



1968-2000



2000

ONLINE STORES

- Print
- Promotional Products
- Apparel
- Internal and/or external

**STOREY
KENWORTHY**
Office interiors and products







MATT PARROTT
A Storey Kenworthy Company



workspace

**BUSINESS
FURNITURE WAREHOUSE**

 <p>Ladies</p>	 <p>Mens</p>
 <p>Accessories</p>	<div><p>STOREY KENWORTHY </p><p>Office interiors and products</p><p>Dave Kenworthy CEO</p><p>p. 515-558-6058 p. 800-622-4536 f. 515-883-3098 e. 515-883-3098</p><p>1333 Ohio Street Des Moines, IA 50314</p><p>Marketing Materials www.storeykenworthy.com</p><p>Office Supplies • Office Furniture • Interior Design • Promotional Items</p></div>



PROMOTIONAL PRODUCT UPDATE



PROMOTIONAL PRODUCT UPDATE

NOTABLE CHANGES FROM JULY 2020 TO AUGUST 2020



GIVEAWAY

2021 At-a-Glance Planner or Calendar of your choice
3M Teamwork Kit





SPECIAL OFFER FOR CBI MEMBERS

- 10% of all supply online orders (www.storeykenworthy.com)
 - No use limit
 - Expires 9/30/2020
 - Contact Jessica Jenson for coupon code
- Need to setup an account?
 - Contact Jessica Jenson

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THANK YOU!

