



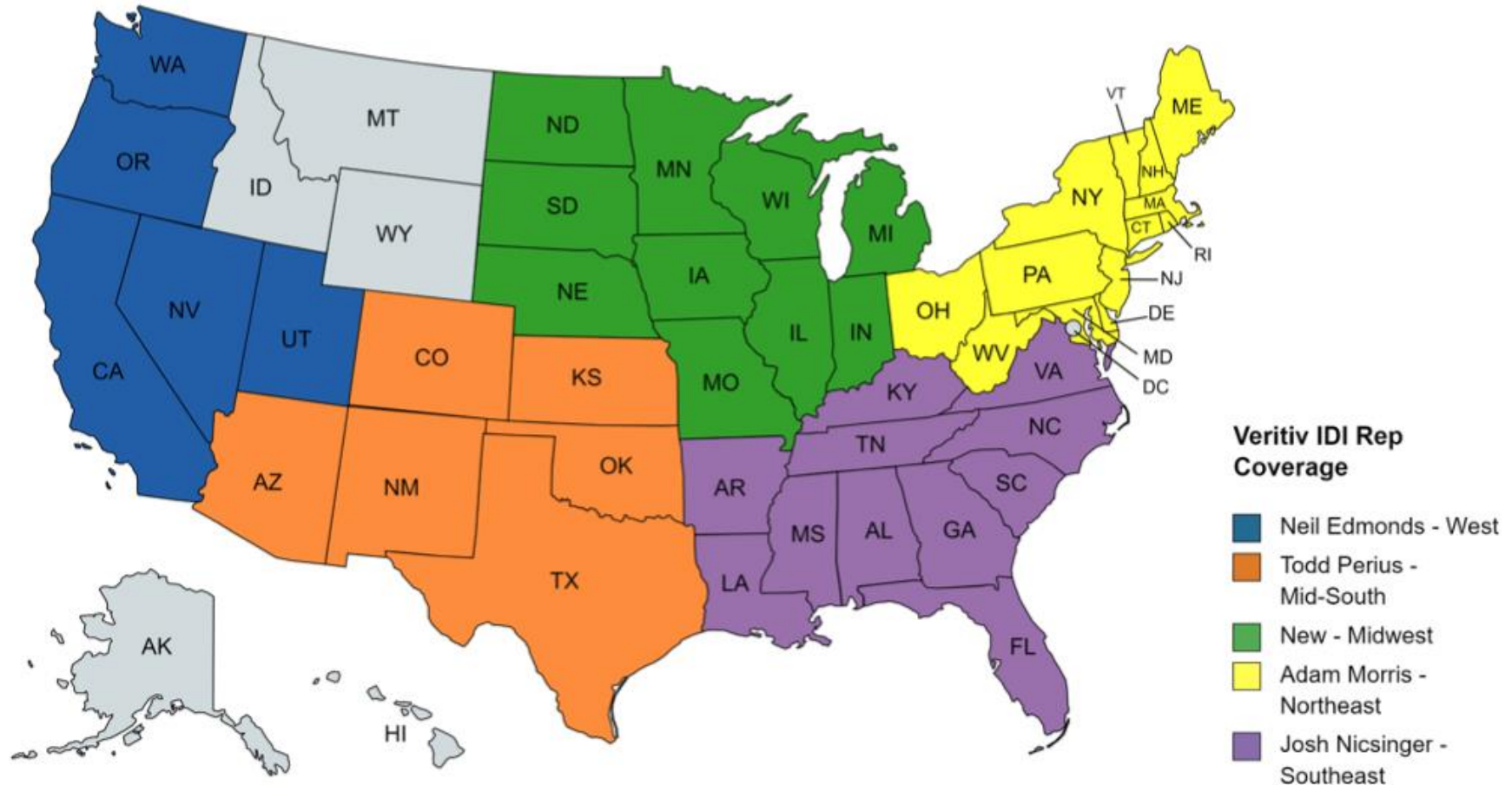
Label Solutions Training Program



Overview

- 1. IDI Rep Coverage**
- 2. Internal Training**
 1. Webinars
 2. Lunch & Learns
 3. Newsletters
- 3. Client-Facing Marketing Material**
- 4. Sustainable Label Solutions**

Dedicated IDI Rep Coverage



Sell Labels With



Our comprehensive label training program is designed to empower your reps to grow existing accounts and win new business.

We do this by creating customized training and marketing material that reflects your brand standards and needs.

1. Internal Training

- Webinars
- Lunch and learns
- Newsletters

2. Client-Facing Marketing

- Branded 1-pagers
- Branded infographics
- Labels 101 Training decks



For Example...

A sales rep has an industrial client that does \$___/ year and is not currently selling labels into that account.

That rep, having learned how to recognize an opportunity to sell labels, adds \$_____ in labels to that account in Q2.

Continuing to learn about sustainable label options and RFID labels, your rep sells \$_____ in labels in Q3 and \$_____ in Q4 to the same client.

By the end of the year that account has increased by \$_____ in labels alone.

That's _____% account growth without time spent prospecting a new client.



Webinars

Goal: Interactive, conversational, and educational.

Cadence: 3-4 per quarter

Platform: Unlimited bandwidth livestream hosting with



Example Webinar Schedule:

Webinar 1 – Intro To IDI & Label Solutions

Open to all sales reps but geared towards reps that don't have a lot of experience selling label solutions.

Webinar 2 – Warehouse Label Solutions

Open to everyone, assumes a base level of familiarity with selling label solutions.

Webinar 3 – Sustainability in Warehouse Labels

More niche and geared towards reps that have experience selling labels.



Lunch & Learns

Goal: 1-on-1 interactive learning sessions with IDI reps and on-site sales support if needed.

Cadence: 1-2 per quarter


Location: Hosted regionally by local IDI reps.

Newsletters

Goal: Easily consumable, value-add info.

Cadence: Monthly


1. Ghost written and Veritiv branded.
2. Overview of quarterly topic, deep dive into a specific element, i.e. sustainability within warehouse labelling



Labels, Labels, & More Labels

New LinkedIn Article To Share With Your Clients

[Link Here!](#)



3 Innovations In Warehouse Signs That Will Increase Your Efficiency

Looking for branded marketing material to send to clients?
Head [here](#) to download infographics and 1-pagers that make great client touchpoints.

Client-Facing Marketing Material

Goal: Provide Veritiv reps with marketing material to share with clients, increasing mindshare and awareness.

Platform: IDI Distributor Portal

1. Two Veritiv branded 1-pagers, one overview and one more detailed.
2. One Veritiv branded infographic.
3. Slide decks created for customer education.



The image displays a collection of marketing materials for Veritiv's Warehouse Label & Installation Services. At the top left is the Veritiv logo, a stylized green 'V' followed by the word 'Veritiv'. Below the logo is the text: "With 50 years of industry experience, we have you covered with turnkey warehouse solutions." To the right is a large green arrow-shaped graphic pointing downwards, containing the text "Warehouse Label & Installation Services" and a photograph of a warehouse interior. Below the arrow is a list of services: Rack Location Labels, Warehouse Signs, Bulk Storage Signs, Aisle Marker Signs, Safety Signs, and Dock Door Signs. To the left of this list is a photograph of a warehouse aisle. Below these elements is a vertical infographic titled "Full Service Process Overview" which consists of a vertical stack of eight numbered circles (1-8) with arrows pointing to the right, each corresponding to a step in the process: 1. Initial Consultation, 2. Project Management, 3. Custom Label & Sign Design, 4. Rack Organization & Sign Data Files, 5. Warehouse Labels & Signs, 6. On-Site Installation, 7. Quality Control, and 8. Customer Satisfaction. At the bottom of the page is a green footer bar containing the website "www.veritiv.com", the phone number "1 (844) 837-4848", and the address "1000 Abernathy Rd. NE Bldg. 400, Ste. 1700, Atlanta, GA". The IDI logo is located in the bottom right corner.

Sustainable Label Solutions

1. Liner recycling program
2. Linerless labels
3. Newsletter content
4. Client presentation material



Sustainable Label Solutions



**SUSTAINABILITY x
VERSATILITY**

FOREST FILM

idi | ID IMAGES
LABELS REIMAGINED

MATERIAL: FOREST FILM
FINISH: MATTE LAMINATE

WORKS WITH: Embellishments
& peel-back labels

Scan for more details on Forest Film & label examples.



**SUSTAINABILITY x
VERSATILITY**

OCEAN ACTION

idi | ID IMAGES
LABELS REIMAGINED

MATERIAL: OCEAN ACTION
FINISH: MATTE LAMINATE

WORKS WITH: Embellishments
& peel-back labels

Scan for more details on Ocean Action & label examples.



**SUSTAINABILITY
CAN LOOK
THIS GOOD.**

idi | ID IMAGES
LABELS REIMAGINED

MATERIAL: ENVI PCW
FINISH: MATTE UV COATING

MADE OF 100% POST-CONSUMER WASTE

Scan for more details on Envi PCW & label examples.

