

## Our Brands & Services

Sourcing City provide a suite of specialist services within the Promotional Merchandise Marketplace. Each service is specifically designed to grow & enhance the business of our trade distributor & supplier customer companies.

sourcing			lead generation		software	
						
web sites			ratings	e-shots	information services	
						

### sourcing services



#### Sourcing City

Sourcing City was launched in September 2004 & was Europe's first online 'Promotional Merchandise Sourcing Service'. Today the company is the clear UK market leader in online trade sourcing & lead generation services. Over recent years Sourcing City has created numerous innovative services, all of which were specifically designed to assist trade distributors & suppliers to grow their business. Sourcing City's distributor customers collectively represent around 50% (£450m) of the entire UK promotional merchandise market spend.

Every major UK supplier features their full ranges in Sourcing City, together with suppliers from Europe, & indeed worldwide. The Sourcing City product database contains in the region of 100,000 individual promotional products from over 2500 suppliers worldwide, with the site generating in excess of 125,000 'Click Through Enquires' per month for our supplier partners.

In addition, Sourcing City is also committed to informing the market with industry news & statistics, such as, market size, buying behaviour, product analysis & trends. The company carries out regular seminars & market studies which for the first time bring quantitative data to the market place. The market studies are published to the promotional merchandise market in partnership with the BPMA.



#### Sourcing Directory

Sourcing Directory is a low cost entry level version of Sourcing City. Trade distributor companies can subscribe for access to Sourcing Directory, where you can then source suppliers by Product Groups. Sourcing Directory is powered by the Sourcing City Product Database.



#### Sourcing Sid Hotline

Sourcing Sid Hotline is designed for trade distributor companies to be able to have occasional access to the information in Sourcing City. Trade distributor companies can call the premium rate Sourcing Sid Hotline where one of our team will provide information on products and suppliers contained within the Sourcing City Database.



#### Sourcing City

The Hub, Fowler Avenue, Farnborough, GU14 7JF

Tel No: 0844 504 5000

Fax No: 01252 302315

## Our Brands & Services

### sales lead generation services



#### Sourcing Planet

Sourcing Planet was launched in January 2008 & was the UK's first 'Product Database Driven Sales Lead Generator'. Sourcing Planet generates live promotional merchandise sales leads from end user corporate companies, which are in turn sold, & directly distributed to our trade distributor customers. Sourcing Planet is powered by the Sourcing City Product Database.

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#### Promotional Directory

Promotional Directory is a lead generation service for promotional merchandise distributors. The highly optimised website enables corporate end user companies to find suppliers (distributors) within specific product groups. End users can then send sales lead enquiries directly to the distributors they select. Promotional Directory is powered by the Sourcing City Product Database.

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### website services



#### Sourcing City Web Creations

Sourcing City Web Creations is an exclusive website design service for Sourcing City customers. We have developed packages that provide you with something no other web design company can, the highest level of creative web design & cutting edge functionality, combined with 'real front line' industry expertise - we make sure your website does everything you need it to do in winning business in the promotional merchandise industry.

All our solutions utilise the UK's most comprehensive Sourcing City product database and are designed and built specifically to your requirement and budget. We have already worked with many leading promotional companies to develop websites from simple template driven solutions rebranded with your own logo, corporate colour and font, to fully bespoke options that can include content management tools, integrated product catalogues, e-commerce solutions and full site optimisation.

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#### Sourcing City Skin Sites

Sourcing City Skin Sites provide trade distributor companies with a bespoke branded skin site using your logo, colour palette and font. The site provides your customers the ability to find their own creative product ideas, or to view products with you to generate enquiries for you. A skin site can either replace your existing site or link from your existing site. Sourcing City Skin Sites provide natural web optimisation & are powered by the Sourcing City Product Database which contains in excess of 100,000 products.

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#### Eco Skin Sites

A Sourcing Eco Skin Site exclusively contains over 5000 environmentally friendly products. The site is designed to appeal to eco conscious customers.

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## Our Brands & Services

### payment profile services



#### Credit City

Credit City is an online service which makes available 'Payment Profiles' for all UK promotional merchandise distributor companies. The profiles are compiled from actual payment records supplied by subscribing supplier companies. Credit City provides each distributor company with a 'Payment Rating', based on their collective payment profile with industry suppliers. Unlike traditional 'credit reference' services which report on historical filed accounts, which can be significantly out of date, we show how a distributor actually pays their suppliers. This service makes suppliers aware of any customer's factual payment profile, which they can consider when making decisions on credit terms.

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### e-shot services



#### Dynamic Mailing

Dynamic Mailing is the UK's market leader in trade e-shot services. Dynamic mailing offers access to the UK's highest quality, & fully qualified, 'Trade Promotional Merchandise Buyer' database. The Dynamic Mailing E-Shot service enables suppliers to inform key industry trade buyers about their latest products & offers. Our database contains over 3500+ quality & qualified trade promotional merchandise buyer e-mail contacts, in around 2000 distributor companies.

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### software services



#### Dynamic Office Lite

Dynamic Office Lite is a business management system integrated within Sourcing City. Sourcing City enables you to create: Ideas Lists & Quotations, which Dynamic Office Lite converts into Purchase Orders, Customer Acknowledgements & Invoices. You can use all, or any of these functions independently, and all of your documents can be created with your own logo & colours.

Dynamic Office Lite also provides an online document filing system, within the 'customer area' of Sourcing City. Dynamic Office Lite enables you to swiftly create new documents & even provides an online progress chasing system to manage your quotations & orders. The system also contains a service whereby you can create your own marketing e-shots for your customers.

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#### Dynamic Office Software

Dynamic Office Software is a comprehensive Bespoke Business Management Software for distributors. The server based software manages all business processes from quotation to invoice, together with extensive business management reporting. Designed by the Dynamic Image team, the software provides an effective solution to creating an efficiently run a business.

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## Our Brands & Services

### information services



#### Sourcing City News

Sourcing City News is the industry's market leading online news service. Our news bulletins keeps the trade fully up to date with industry news stories, personnel changes, current special offers & trade promotions.

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#### Sourcing City Stats

Sourcing City Stats provide industry statistics, market analysis & product trends to the marketplace & our industry trade associations.

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### about us



#### The Company

All of the above brands are owned by Dynamic Image Ltd which was founded in November 2002.

The founding team had over 100 years experience as major distributors in the promotional merchandise industry before moving to the 'trade side' of the industry. The team knows what corporate end user customers expect from promotional merchandise & this is reflected in all of the services that we deliver.

The company's founder & executive chairman David Long, was previously managing director of Dowlis Group and led the team to grow the company from £2.4m to £12.5m turnover over 12 years (1990–2002), firmly establishing the company as the largest independent promotional merchandise distributor in the UK. He was also chairman of Promota for a number of years. In 2007, Promota, at the time the industry's leading trade association, presented David with the 'Roger Saunders Award' for outstanding services to the industry.

Alistair Mylchreest (CEO) joined the industry in 2006. Alistair had a background in senior management within the banking industry, & was responsible for the launch of Sourcing Planet, Sourcing Directory & Promotional Directory. He now passionately leads our team of dedicated & friendly industry professionals.

Based at The Hub in Farnborough, the company has many faces known throughout the trade, & prides itself on setting standards for customer service, integrity & innovation.

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