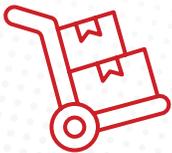


ONBOARDING

Understanding Suppliers: YOUR KEY PARTNERS IN THE PROMO INDUSTRY



WHAT IS A SUPPLIER?

In the promotional products industry, a supplier is a company that manufactures or decorates the products you sell to your clients (typically called end-buyers) — everything from branded pens and apparel to tech gadgets and drinkware.



WHY SUPPLIERS MATTER TO YOU

- They provide the products that fuel your business.
- They offer customization services like printing, embroidery and engraving.
- They determine your pricing, turnaround times and product quality.
- Strong supplier relationships lead to better service, faster delivery and repeat business. Developing these relationships will be critical to your success.



HOW TO IDENTIFY YOUR SUPPLIERS

Use these strategies to find the right partners:

- Search ESP+ using filters like product category, turnaround time, ratings and location.
- Filter by Supplier Ratings to find reliable, top-performing vendors.
- Ask peers in the ASI® community for recommendations.
- Attend ASI Shows® to meet suppliers face-to-face and see products firsthand.
- Review Product Samples to assess quality and branding options.
- Check Compliance & Certifications for safety, sustainability and ethical sourcing.



GET STARTED STEPS

Once you've identified a supplier you think you want to work with, here's how to begin:

1. Reach Out

- Send an introductory email or call their sales team — you can find their website and contact info on their product's pages in ESP+.
- Mention your ASI number and business focus.

2. Request a Catalog or Samples

- Ask for digital or physical catalogs and sample products.

3. Discuss Terms

- Inquire about pricing, minimum order quantities, turnaround times and shipping.

4. Set Up an Account

- Complete a credit application or provide a resale certificate.

5. Place Your First Order Using ESP+

- Start with a small test order to evaluate service and product quality.

For more tips as a new distributor, visit members.asicentral.com and choose New Member Hub from the My ASI menu.

