



Advertising
Specialty
Institute®

Tools To Help You Sell More Merch

Liz Haesler & Mary Furto

PRESENTERS



Liz Haesler
Chief Merchandising Officer



Mary Furto
Vice President Marketing



AGENDA

- 1. KICK-OFF TO HOLIDAY 2024**
 - 2024 HOLIDAY LOOKBOOK
- 2. WHAT'S NEW**
 - HOLIDAY TRENDS
 - NEW BRANDS & PRODUCTS
- 3. MARKETING TOOLS TO DRIVE DEMAND**
 - SUSTAINABILITY + SOCIAL RESPONSIBILITY
 - KNOWLEDGE CENTERS
 - TRENDS IN DECORATION
 - TOOLS FOR KEY BUYING OCCASIONS
- 4. PCNA+: EVERYDAY ACCESS TO EQP**
- 5. GIVEE SELECT**
- 6. Q&A**



KICK-OFF TO HOLIDAY 2024

Mary Furto

Vice President Marketing



Make Your Holidays Bright



- Our inspiration: To surprise and delight employees and customers, weaving together stories of festive celebrations, holiday travel, and cozy home relaxation.
- From new and trending to high-end luxuries and budget-friendly delights, each page showcases our curated collection and elevated decoration techniques to ensure that this holiday season is truly unforgettable.





Home for the Holidays



Make Merry and Mingle



'Tis the Season for Travel



To a Sparkling New Year

Make Your Holidays Bright



Search by brand, product or SKU

Qty

From \$ — To \$



Join Our Mailing List

Sign In



Products ▾ Brands ▾ New ProudPath™ Deep Inventory Givee Deals

Tools ▾

Services ▾

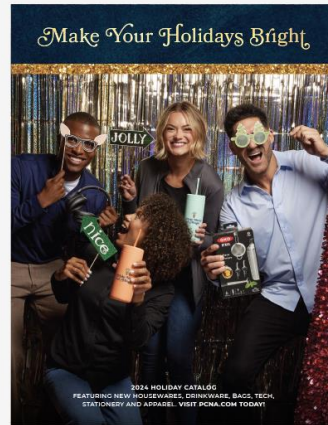
Knowledge Center ▾



Make Your Holidays Bright

2024 HOLIDAY CATALOG
FEATURING NEW HOUSEWARES, DRINKWARE, BAGS, TECH,
STATIONERY AND APPAREL. VISIT PCNA.COM TODAY!

Add your logo here!



Make Your Holidays Bright

Valid through 05/14/2025

[Customize →](#)

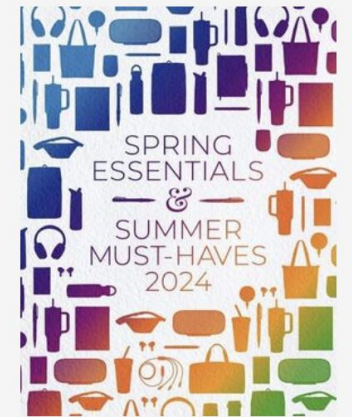


PCNA Givee Select Spring Catalog 2024 US (No Pricing)

Valid through 05/14/2025

[Customize →](#)

zoom catalog



PCNA Spring / Summer Lookbook 2024 US No Pricing

Valid through 03/08/2025



HOLIDAY TRENDS, NEW BRANDS & NEW PRODUCTS

Liz Haesler
Chief Merchandising Officer



Optimistic Change

Cultivating authentic changes for a better world

In a post-truth era, it will be critical to rebuild trust by communicating hopeful and reliable climate-related information and avoiding misleading consumers through greenwashing. Cultivate authentic changes through small and big shifts, while being transparent and open about challenges and progress.

Consumers are now demanding accountability. To build trust, brands will need to embrace and reward ethical efforts without the greenwashing.

Upcycling ocean bound plastic into eco friendly zippers

REPURPOSE, RETHINK, REDUCE, REUSE, REFILL

INTELLIGENT SIMPLICITY

The desire for simplicity seems to be an inevitable by-product of societal advancement, advancing AI, economic challenges and the increasing focus on our health and wellbeing.

Intelligent Simplicity champions smart, adaptable designs that are multitaskers. The focus is on low-key minimalism, long-lasting durability and utilitarian designs and aesthetics. And yes this trend is closely related to Quiet Luxury, Key Color trends associated with this are color drenching and New Neutrals

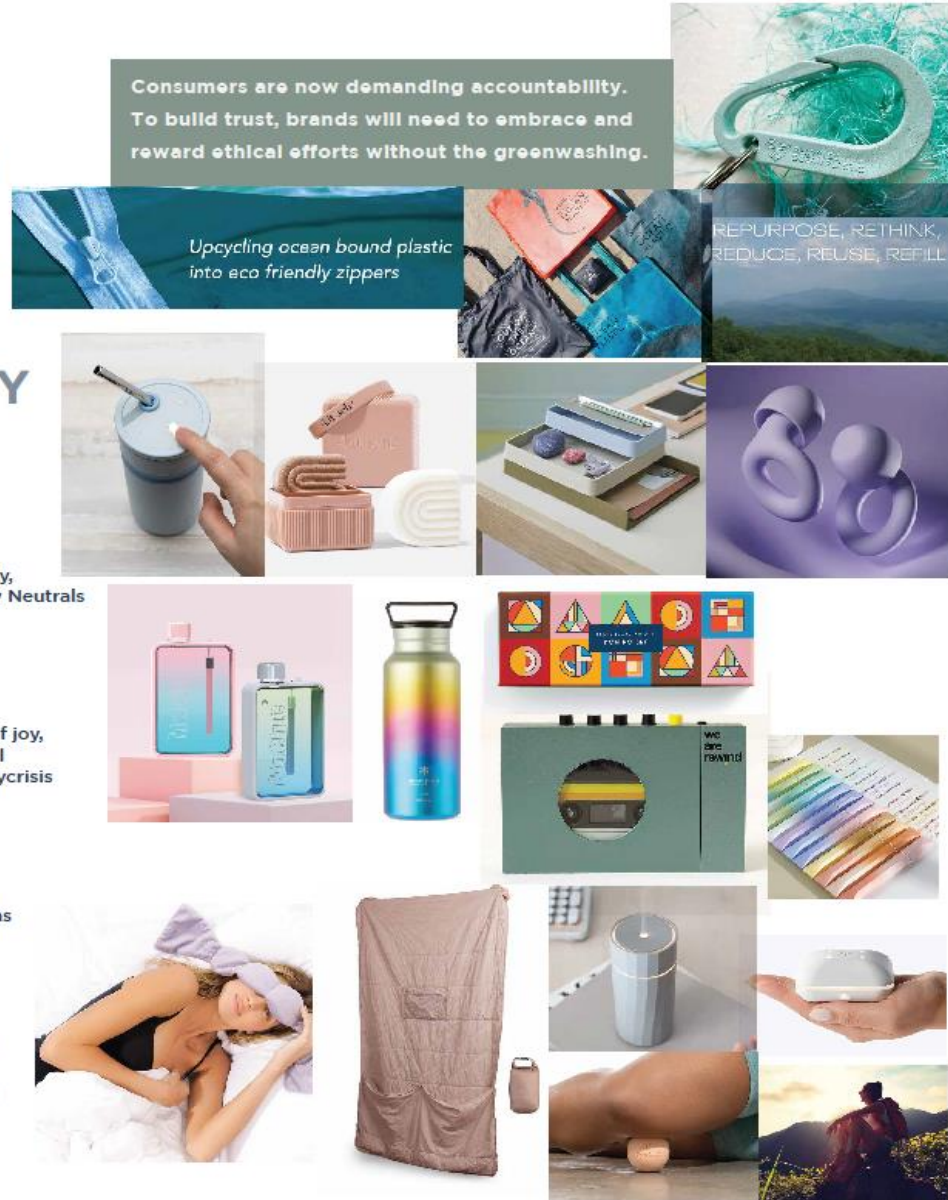
glimmers

Glimmers are the opposite of triggers, including micro-moments of joy, comfort and safety. As forecast in Future Consumer 2026, they will become a vital coping tool for consumers weathering a global polycrisis and what feels like a darkening future.

Twice as many global consumers say they shop from brands that elicit certain emotions, whether joy (49%) or delight (45%), compared with brands that just sell (26%). Glimmers can be activated by any of our senses, including touch, sight & smell and have been associated with our nostalgic emotions for all thing from the past.

CARE-FULLY

82% of f US consumers now consider wellness a top or important priority in their everyday lives. And they are now spending a 3rd of their discretionary income on Health & Wellness products and services. Key subrends are relaxation products, fitness & recovery, Sleep products and self care & beauty items.



TRENDING NOW: OUR NEWEST BRANDS

11 New Brands Introduced This Year





Thoughtfully designed products that make everyday life better.

- Makes Everyday Easier
- Thoughtful Designs
- OXO Better Guarantee

11 New Styles!



Brands that Give Back



Food Huggers designs modern solutions to make it easy to replace single-use plastics while also reducing food waste.

- Reusable alternative replacing single-use baggies
- Premium, nontoxic materials
- Functional Design

Owner Diversity

B Corp Partners



Good nutrition has the power to transform lives.

NutriBullet is the leading innovator of personal, single-serve countertop blenders, with over 80M customers worldwide. Their products are simply, easy, and a simpler way to be healthy. **1032-50** nutribullet Pro is the supercharged nutrient extractor.



chipolo

Chipolo item finders are designed to help you find your misplaced things in no time. Now you can finally leave home on time without playing hide and seek with your car keys and wallet.



7194-51
Chipolo CARD

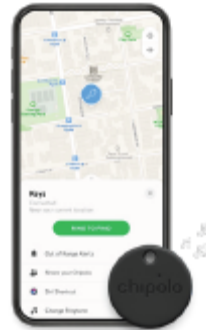


7194-50
Chipolo ONE

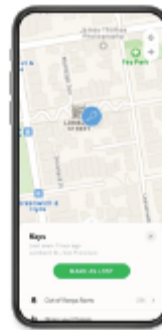


How it works

Chipolo connects your belongings to the Chipolo app so you can find them faster.



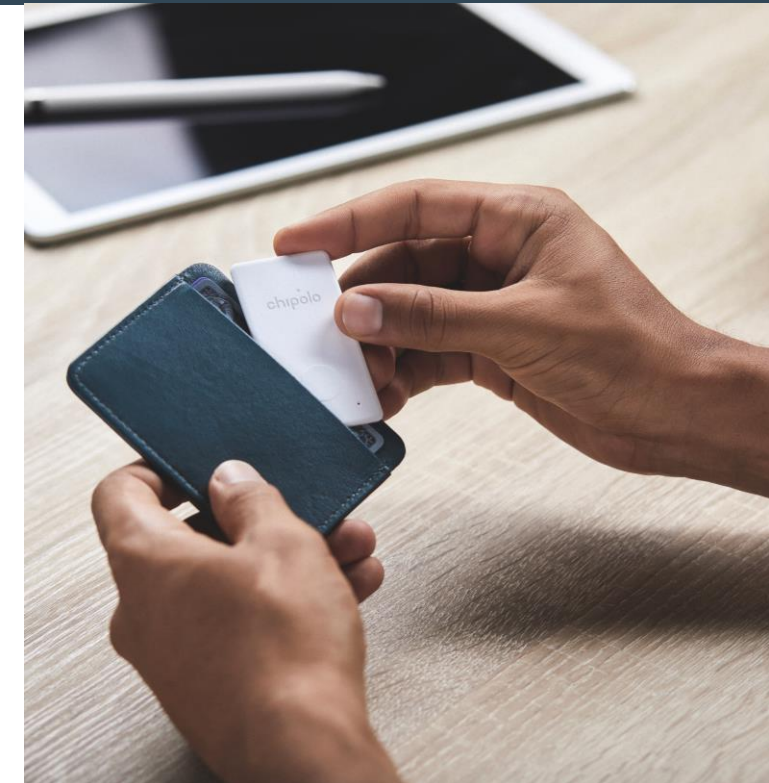
Find
your misplaced keys
or wallet with sound.



Ring
your phone when it
hides.



Get a reminder
when you leave things
behind.



NEW BRAND ALERT! ALL GOOD



All Good is an ethics driven company that creates premium body care products for everyday use.



1412-01
Item Name
Item Name
US \$00.00
CDN \$00.00



1412-02
All Good Goop Skin
Recovery Balm 1oz
US \$00.00
CDN \$00.00



Coming Soon!

1412-03
All Good Sunscreen Butter
US \$00.00
CDN \$00.00

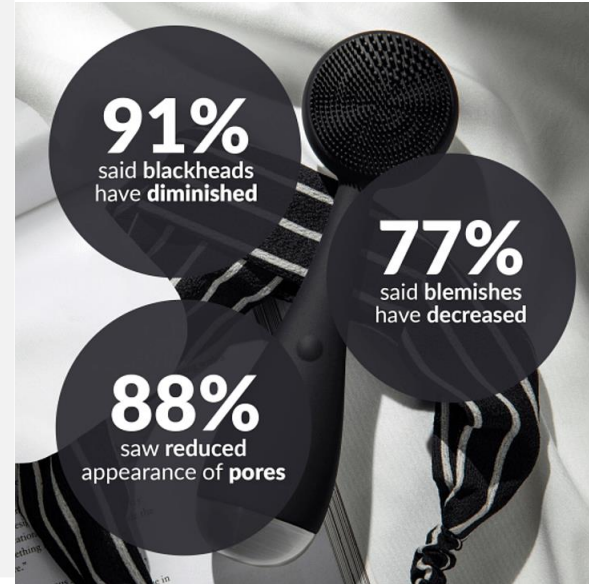


NEW BRAND ALERT! PMD BEAUTY



PMD Beauty is a premier beauty company offering smart beauty tools and skincare products.

1413-01
PMD Beauty Clean Face Cleansing Brush
US \$00.00
CDN \$00.00



NEW BRAND ALERT! CAP AMERICA

CAP AMERICA®

Cap America has been bringing quality headwear since 1985



SM-8406
Cap America Knit Cap
with Cuff
US \$00.00
CDN \$00.00



SM-8401
Cap America Two-Tone
Trucker Mesh Back Cap
US \$00.00
CDN \$00.00



SM-8405
Cap America X-Tra Value Structured Cap
US \$00.00
CDN \$00.00



Our shared company initiative to develop value-conscious, on-trend products with ecoSmart attributes continues with our back half 2024 newness



1602-07
Sol Tonal Recycled Skinny Tumbler 20 oz.
\$14.98 [C] U.S. \$22.48 [C] CDN

91% post-consumer recycled 18/8 Stainless Steel



1602-08
Carnival Recycled Sip or Swig Tumbler 30 oz.
\$17.98 [C] U.S. \$26.97 [C] CDN



1602-09
Elite Geometry Recycled Stainless Tumbler 16 oz.
\$14.98 [C] U.S. \$22.47 [C] CDN



1602-12
Doppio Stackable Recycled Mug Set
\$24.97 [C] U.S. \$37.45 [C] CDN

100% recycled plastic



SM-6964
Erie 30 oz. Eco-Friendly Straw Tumbler
\$7.98 [C] U.S. \$11.98 [C] CDN

100% recycled aluminum



SM-6966
DUO 26 oz. Recycled Aluminum Sports Bottle
\$6.48 [C] U.S. \$19.73 [C] CDN

30% recycled silicone



1602-15
Recycled Silicone Straw Topper
\$1.98 [C] U.S. \$2.97 [C] CDN

WHAT'S TRENDING IN BAGS? PUFFERS!

NEW



9898-11
A. RECYCLED PUFFER SLING BACKPACK

MOQ: 30

\$14.98 [C]

■ ■ ■

NEW



2301-56
B. PUFFER RECYCLED 15" LAPTOP TOTE

MOQ: 20

\$21.98 [C]

■ ■ ■

NEW



9898-10
C. PUFFER RECYCLED 15" COMPUTER SLEEVE

MOQ: 50

\$11.98 [C]

■ ■

NEW



2180-14
D. PUFFER RECYCLED 9 CAN LUNCH COOLER

MOQ: 30

\$15.98 [C]

■

NEW



2180-18
PUFFER RECYCLED 12 CAN TOTE COOLER

MOQ: 40

\$16.98 [C]

■

NEW



2301-65
PUFFER RECYCLED FANNY PACK

MOQ: 50

\$12.98 [C]

■ ■



TRENDS IN NEW APPAREL



TM16316
IZU Everything Performance
Eco Polo

\$32.42 [C] U.S.
\$51.60 [C] CDN

Made from 85% recycled polyester blended with Lyocell and Spandex. Offers anti-bacterial odor control and moisture-wicking capabilities



TM96316
IZU Everything Performance
Eco Polo

\$32.42 [C] U.S.
\$51.60 [C] CDN

Made from 85% recycled polyester blended with Lyocell and Spandex. Offers anti-bacterial odor control, and moisture-wicking capabilities



Coming Soon!

TM16648
PALO Cotton Pique SS Polo

\$19.42 [C] U.S.
\$27.75 [C] CDN

Made with 100% BCI cotton, giving it an exceptionally soft feel for all-day comfort



Coming Soon!

TM96648
PALO Cotton Pique SS Polo

\$19.42 [C] U.S.
\$27.75 [C] CDN

Made with 100% BCI cotton, giving it an exceptionally soft feel for all-day comfort



TM17746
TATRA Eco Long Sleeve Knit
Button Up Shirt

\$40.33 [C] U.S.
\$59.90 [C] CDN

Made from a blend of 60% cotton & 40% recycled polyester and resistant to fading, snagging, and pilling



TM97746
TATRA Eco Long Sleeve Knit
Button Up Shirt

\$40.33 [C] U.S.
\$59.90 [C] CDN

Made from a blend of 60% cotton & 40% recycled polyester and resistant to fading, snagging, and pilling

New Apparel

TM17927/TM97927
American Giant

UNDER \$20 + MADE IN USA

Coming Soon!





1602-12
Doppio Stackable
Recycled Mug Set 6 oz.

\$24.97 [C] U.S.
\$37.45 [C] CDN

Enjoy coffee, espresso or a latte in this stackable, recycled steel and powder-coated mug



1413-01
PMD Beauty
Clean Face Cleansing Brush

\$99.00 [D] U.S.
\$148.51 [D] CDN

Hypoallergenic, waterproof & includes 4 customized cleaning modes



1631-34
Flaxseed Heating Pad

\$14.98 [C] U.S.
\$22.48 [C] CDN

Contains natural flaxseed with a soft, removable cover



7143-71
Glow 3-in-1 15W MagClick™
Wireless Charging Stand

\$34.98 [E] U.S.
\$52.47 [E] CDN

All-in-one wireless charging solution for your phone, AirPods, and Apple watch



SM-2257
Battery Operated Electric
Milk Frother

\$4.97 [C] U.S.
\$7.45 [C] CDN

On/off slider for easy one-handed frothing and powered by 2 AA batteries



Home *for*
the
Holidays



1111-10
elleven™ Luminous 15"
Recycled Laptop Backpack

\$65.98 [C] U.S.
\$98.98 [C] CDN

High quality, water-resistant and designed to go anywhere with convenient storage options



9898-11
Recycled Puffer Sling Backpack

\$14.98 [C] U.S.
\$22.48 [C] CDN

Super soft, puffy exterior made from quilted 300T rPET and perfect to carry daily essentials



1602-08
Carnival Recycled Sip or Swig Tumbler 30 oz.

\$17.98 [C] U.S.
\$26.97 [C] CDN

Screw-on, spill resistant lid with integrated straw and flap-open so you can swig or sip



7194-50
chipolo ONE

\$25.00 [E] U.S.
\$37.50 [E] CDN

Helps to locate your keys in seconds using the chipolo app



SM-2956
Mimi 3-in-1 Tech Cleaning

\$4.98 [E] U.S.
\$7.48 [E] CDN

Ideal cleaning tool for electronic devices



*'Tis the Season
for Travel*

MAKE MERRY & MINGLE



1602-09
Elite Geometry Recycled Stainless Tumbler 16 oz.

\$14.98 [C] U.S.
\$22.47 [C] CDN

Elegant, glass-like prism effect inside, and double-wall stainless steel insulation for ultimate temperature retention



7901-55
Small Recycled 8 oz. Cotton Tote

\$4.98 [C] U.S.
\$7.48 [C] CDN

Crafted from 8 oz. recycled cotton, this on-trend 'mini-tote' design is the perfect size to carry everyday essentials + foldable for easy storage



2600-15
Daybreak 16 Can Cooler

\$22.98 [C] U.S.
\$34.48 [C] CDN

Designed to fit all drinkware, including a 40 oz. Tumbler with handle



SM-9561
Recycled Combo Multi-Tool Set

\$5.98 [C] U.S.
\$8.98 [C] CDN

Includes a 10-ft. retractable, locking tape measure, built-in level, and 5-piece bit set



1400-56
Lifestyle 7-in-1 Desktop Game Set

\$33.22 [C] U.S.
\$49.83 [C] CDN

Includes game boards on both sides of the lid + game pieces for checkers, chess, and backgammon



*Make Merry
and Mingle*



1631-31
Cork Yoga Mat (6mm)

\$29.98 [C] U.S.
\$44.98 [C] CDN

Features a comfortable cork top with a rubberized non-slip backing + a carrying case for easy transport to and from yoga



1990-05
OXO Steel 6-Piece Barware Set

\$79.49 [E] U.S.
\$119.23 [E] CDN

Craft cocktails at home like a pro with 6 durable stainless-steel tools



7196-32
Skullcandy Stomp Bluetooth Speaker

\$169.99 [E] U.S.
\$254.99 [E] CDN

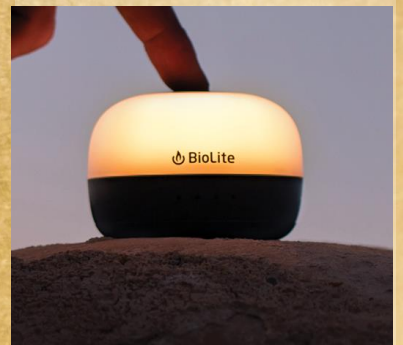
Perfect companion for your NYE Party – wrapped in LED lights and provides over 16 hours of playback time



SM-1719
The Goods Recycled Felt 6-Piece Manicure Set

\$5.99 [C] U.S.
\$8.99 [C] CDN

Travel-friendly design includes stainless steel scissors, nail clippers, nail file, nail tool, tongs, scoop tool, and carrying case



1095-06
BioLite AlpenGlow Mini 150

\$44.99 [E] U.S.
\$67.49 [E] CDN

Grab-and-go lantern offers run time of up to 40 hours and 4 light modes

TRENDING NOW: HIGH-CAPACITY DRINKWARE ACCESSORIES



SM-6948
Thor 40 oz Eco-Friendly Straw Tumbler



SM-6967
Silicone Straw Topper



SM-5775
Bottle Buddy Pouch



1603-15
Pinnacle 40 oz Vacuum Insulated Eco-Friendly Travel Tumbler with Straw



1602-15
Recycled Silicone Straw Topper



1631-18
Bottle Buddy Sling



3750-86
Bottle Buddy Pouch



2600-15
Daybreak Recycled 16 Can Cooler



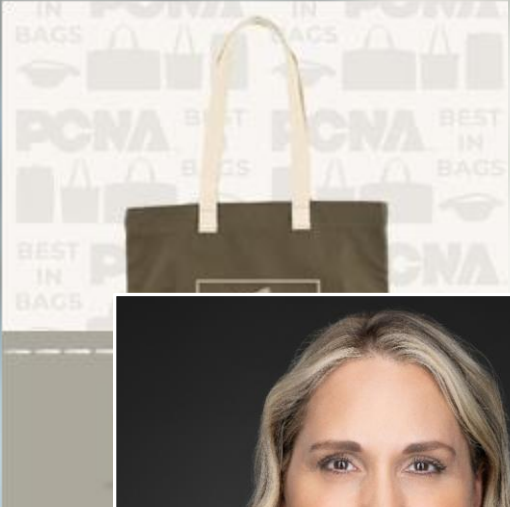
*Upgrade
to full bleed,
custom printing!*



Kitting Made Easy

Make a lasting impression with our Perfectly Packaged service!

- Add a personal touch
- Mix and match products, and we'll kit them together with decorative packaging
- Unlimited drop shipments, enabling direct delivery to homes, offices, or events



MARKETING TOOLS TO DRIVE DEMAND

Mary Furto
Vice President Marketing



35 MILLION <small>Plastic Bottles Recycled</small>	35+ RETAIL BRANDS	2 MILLION <small>Pounds of Cotton Recycled</small>	6 MILLION+ <small>Trees Planted</small>	600+ <small>Sustainable & Eco-Friendly Products</small>
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PCNA partners with 1% For The Planet, a global network of businesses working to support people and the planet. Thus far, PCNA has contributed \$1.6 million to non-profits working to improve water access, food security and nature-based carbon solutions. Working together, we'll continue making a difference.

Brands That Give Back	Eco-Friendly	Owner Diversity	Responsible Product Sourcing	B Corp Partners



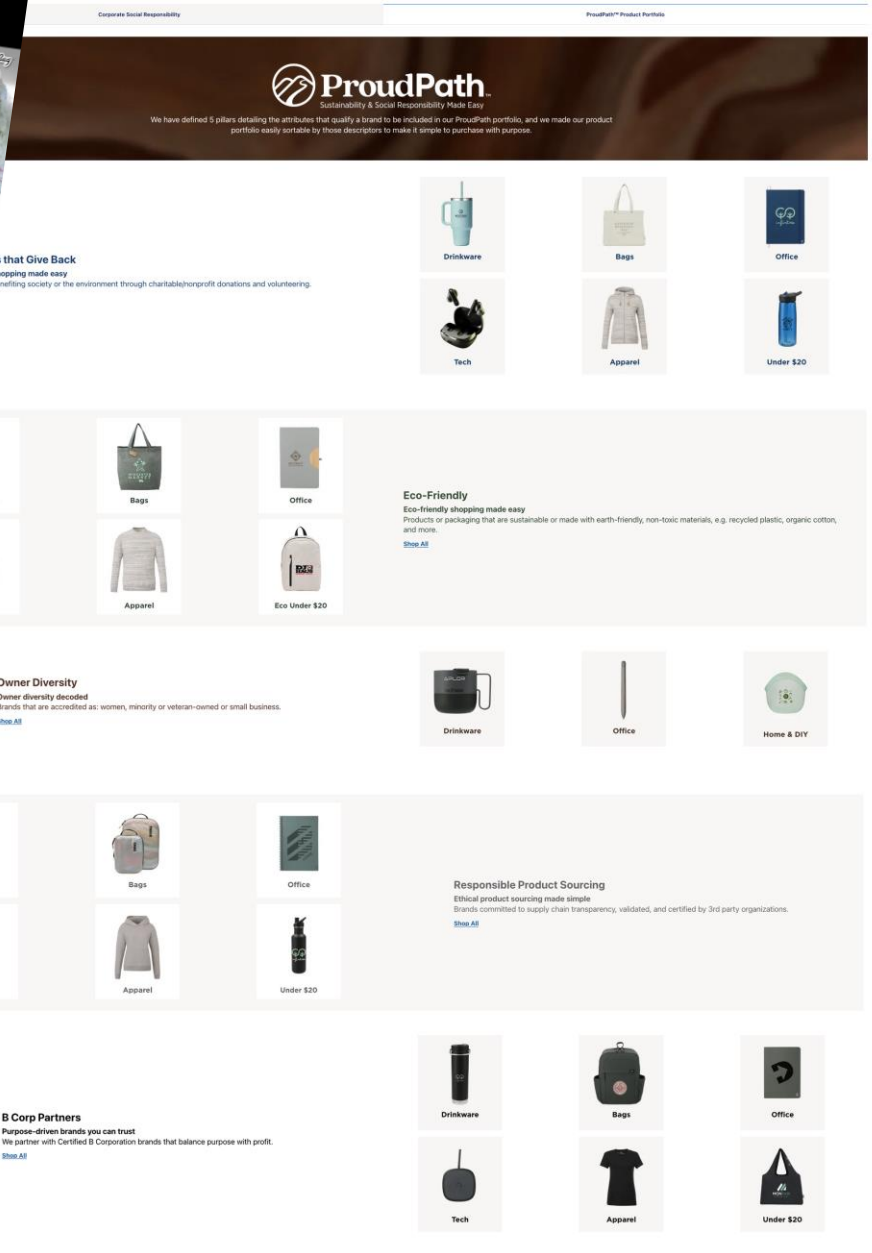
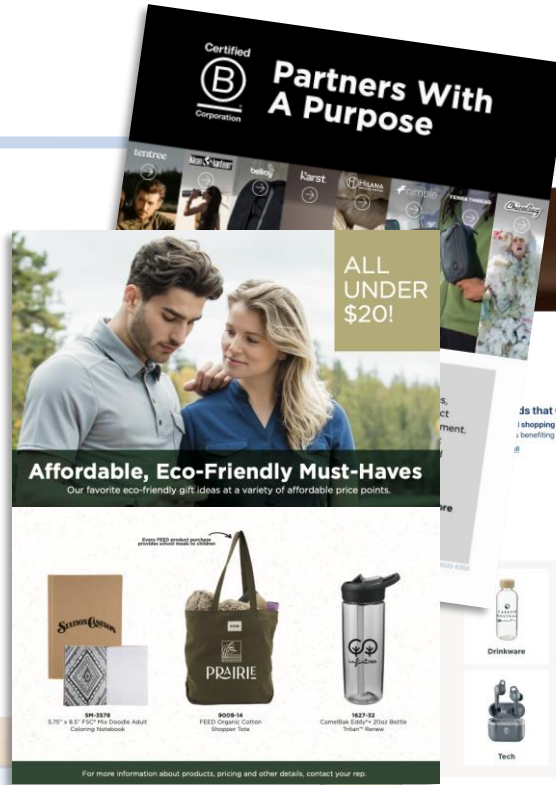
Standards & Certifications

<p>2023 EcoVadis Silver Medal PCNA has been awarded a Silver medal for its sustainability performance from EcoVadis, the world's largest provider of business sustainability ratings.</p> <p>Learn More</p>	<p>UPS® Carbon Neutral PCNA is proud to ship orders using UPS® carbon neutral, an option that supports projects to offset the emissions of your shipment's transport.</p> <p>Learn More</p>	<p>FSC® Certified PCNA facilities in Pittsburgh, Miami, and Charlotte have earned Forest Stewardship Council® Chain-of-Custody certification, ensuring the FSC®-certified products you purchase are from responsibly managed forests.</p> <p>Learn More</p>	<p>2022 Sustainability Report In 2022, PCNA reinforced its commitment to employees and the environment. Introducing the 2022 Sustainability Report.</p> <p>View Report</p>
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Introducing, ProudPath refreshed! Explore our new landing page dedicated to supporting your sustainability goals while browsing purpose-driven products with ease.

PROUDPATH, REFRESHED!

- **NEW** easy to search by each pillar
- **NEW** ways to shop by category: Drinkware, Bags, Tech, Stationery, Apparel, & Eco Under \$20
- **NEW** tool that shows *your* impact from purchases
- **NEW** Distributor Toolkit housing new and refined sales collateral



ProudPath item sales are up **88% YTD!**

ProudPath Impact
Contributions to nonprofits working for a better world.

2024 ProudPath Impact

 \$55,000 Spent \$5,500 Donated	 743 Trees Planted	 1,400 Kids Fed
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\$7,500 Donated
Rolling 12 Month ProudPath Impact

2024 numbers are updated at the end of each month. Last updated on 2.29.24.
Rolling 12 month total includes March 23 through February 24

With more continuously being added!

Qty From \$ — To \$

Join Our Mailing List

Sign In ▾



0

Products ▾ Brands ▾ New ProudPath™ Deep Inventory Givee Deals

Tools ▾ Services ▲ Knowledge Center ▾

Current Knowledge Centers

COMING SOON!

BAGS



- ✓ Bag Size Guide
- ✓ Buying Occasions
- ✓ Bag Trends

DRINKWARE



- ✓ Good, Better Best
- ✓ Selling features
- ✓ Insulation types, materials, and common terminology explained

STATIONERY



- ✓ Shop by stationery size
- ✓ Good, Better, Best
- ✓ Materials 101

APPAREL



- ✓ Apparel Product Assortment
- ✓ Decoration
- ✓ Apparel 101

TECH



- ✓ Tech Product Assortment
- ✓ Decoration
- ✓ Tech 101

Sherpa 11 oz Vacuum Tumbler & Insulator with Double-Walled Construction | SM-6686

DIGITAL COLOR PRINT

SM-7705 Huddle Sweatshirt Blanket
SM-7756 Large Canvas Boat Tote Bag

EMBROIDERY

Lagom Insulated 16oz Stainless Steel Tumbler with Straw Tote Bag | SM-6908

LASER PLUS

COLORPRINT

FREE One Color, First Location

UPGRADE Full Color Digital \$1.00 [G]

LASER

FREE Laser, First Location

UPGRADE Laser Plus, \$1.00 [G]

NEW Decoration Methods

- **Embroidery**
 - **Silkscreen** - 1st location, single color FREE!
- OR** for only 80 cents, elevate your decoration method to:
- **Laser Plus**
 - **Digital Color Print** (Full Color)



NEW Simplified Decoration Pricing

As the industry leader in drinkware, we've also updated our decoration options with simple choices.



Decoration Made Easy

- **New** decoration video
- Decoration methods explained
- FAQ and additional resources

PREVIOUS

Digital Print Inkjet - PhotoGrafixx 2 (Drinkware)

Quantity	48-94	95-189	190-339	340-479	480+
1 Color	\$5 US\$	FREE	FREE	FREE	FREE
2 Colors	\$5 US\$	\$0.84	\$0.84	\$0.74	\$0.54
3 Colors	\$5 US\$	\$1.4	\$1.4	\$1.1	\$0.8
4 Colors	\$5 US\$	\$1.4	\$1.4	\$1.1	\$0.8

Different prices depending on quantity and # of colors chosen

3 Color Logo | Qty of 150
Current run charge total: \$210 [G]

CURRENT

Digital Color Print (Drinkware)

		Per Location
Decorated	One Color	FREE
	Full Color	\$1.00

3 Color Logo | Qty of 150
New run charge total: \$150 [G]



Digital Color Print - Drinkware

Artwork is printed directly on product via digital inkjet.

- High precision and sharp detail
- Vibrant, full color designs
- Seamless wrap capability

[Shop Digital Color Print](#) [Learn More](#)

Color Print - Silkscreen

Ink is applied directly to the item through a customized screen.

- Versatile technique for numerous materials
- Ideal for smooth surfaces
- Economical way to gain high visibility

[Shop Silkscreen](#) [Learn More](#)

Digital Print Inkjet

Artwork is printed via digital inkjet directly on the product.

- High quality printing with sharp detail
- Vibrant, full color designs
- Available on various product categories and materials

[Shop Inkjet](#) [Learn More](#)

Color Print - Pad Print

Ink is transferred from an etched plate to the item via a rubber pad.

- Clean, detailed prints
- Works on various materials
- Ideal for curved surfaces

[Shop Pad Print](#) [Learn More](#)

Digital Transfer

Artwork is digitally printed directly to a transfer film, then applied to the product.

- Full color detailed prints
- Superior clarity and precision in comparison to silkscreen
- Versatility to create unique graphics

[Shop Transfer](#) [Learn More](#)

Embroidery

A classic decorating technique created by stitching the artwork directly into the product fabric.

- Professional and sophisticated style
- Durability for multiple wears and washes
- Over 300 Isacord thread colors available
- Ideal for premium gifts

[Shop Embroidery](#) [Learn More](#)

Laser & Laser Plus

Design is etched into the item, burning a pattern or logo to reveal the material below the finish.

- Modern and sophisticated look
- Permanent and precise
- Dishwasher friendly for drinkware
- Great for premium gifts

[Shop Laser](#) [Learn More](#)

Deboss

Logo is stamped into the surface using a heated custom metal die.

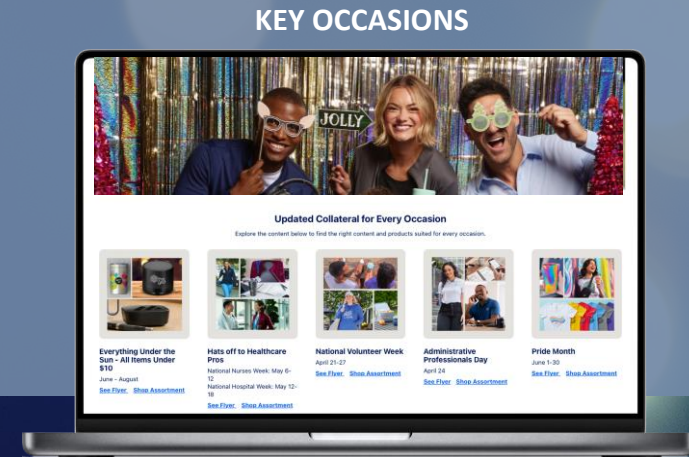
- Premium high-end look and feel
- Unique 3D appearance
- Subtle tone-on-tone look
- A more eco-friendly decorating technique

[Shop Deboss](#) [Learn More](#)

KEY BUYING OCCASIONS: SEASONAL UPDATES

Assets Available Now!

- ✓ Holiday Gift Guide
- ✓ Year-End Gifting on a Budget
- ✓ National Tailgating Day
- ✓ Customer Service Appreciation Week
- ✓ National First Responders Day
- ✓ National Women’s Small Business Month
- ✓ Healthcare Foodservice Workers Week
- ✓ Veterans Day



Search by brand, product or SKU Qty From \$ — To \$

Join Our Mailing List



Products ▾ Brands ▾ New ProudPath™ Deep Inventory Givee Deals

Tools ▾

Services ▾

Knowledge Center ▾

Distributor Sales Tools: All the tools and resources you need to help you sell.

NEW HQ

New brands, tools, services and more! Each week, this is where we spotlight what's new from PCNA.

[Discover What's New](#)

KEY OCCASIONS

Make the most of seasonal buying occasions and prevailing trends to position the right products at the right times with your customers.

[Key Occasions](#)

CURRENT PROMOTIONS

Your one-stop shop for the latest and best promotions to help you win!

[Start Saving](#)

ART TEMPLATES

Browse and download art templates for virtuals and proofs.

[View Templates](#)

MEDIA GALLERY

Browse, search, filter and download assets such as product, lifestyle, and still images, brand and campaign assets & more.

[Browse Media Assets](#)



EVERYDAY ACCESS TO EQP

Mary Furto
Vice President Marketing



Win more business.
Enjoy exclusive benefits.

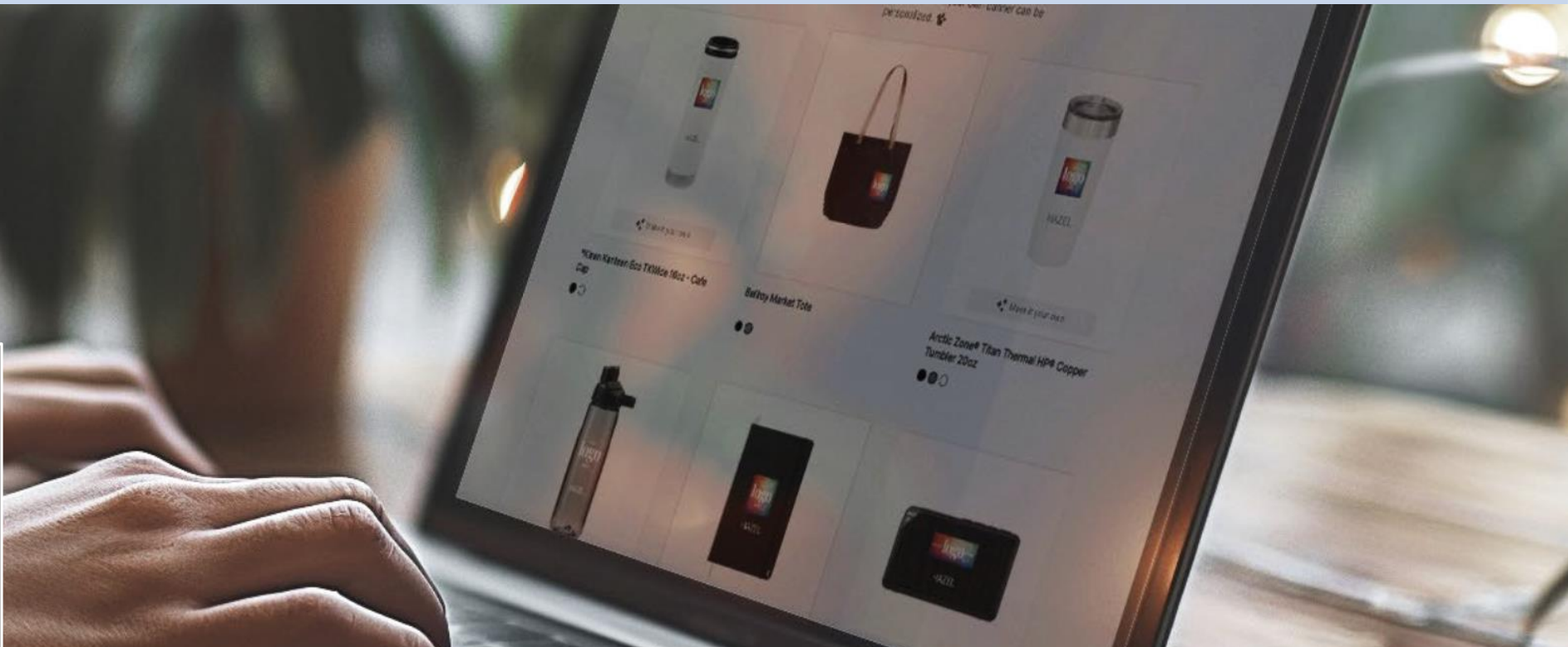
EVERYDAY ACCESS TO EQP

Designed to help you win more business

PCNA+ Benefits for You

- Access to EQP at PCNA
- Levels allow for more perks as your spend grows
 - Free samples
 - Quarterly webinars
 - Rotating special offers
 -and more!
- Benefit level tracking on PCNA.com





GIVEE SELECT

Mary Furto
Vice President Marketing





Make Holiday Gifting Magical



Online stores made easy

- No fees for stores of any type or size
- Build it yourself or let us do it for you
- Transparent pricing – no hidden fees
- No inventory, no order minimums, no waste
- Simple, easy-to-use platform – build a store in minutes
- Personalized assortment options powered by print on demand
- Orders dropship, direct and fast

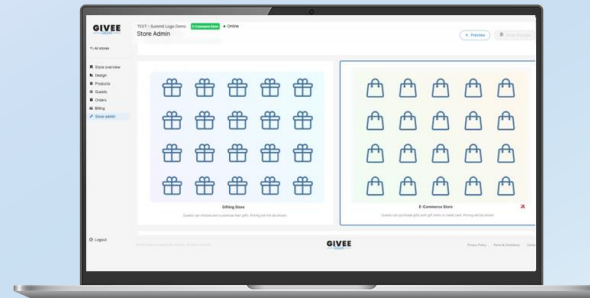
COMING SOON!

E-Commerce Stores

- Set custom pricing for store items
- Guests can purchase items with credit card
- Connect your Stripe account to take secure payment
- Schedule time with your Rep for a demo today!

1,350+

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