



PRIMARYSOURCE PRESS



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Our Philosophy:

To adhere to the Golden Rule at all times; to love our employees, customers and suppliers as God loves us.

Our Mission:

To serve the Industrial Market as their preferred supplier partner of batteries, flashlights, mobile accessories and LED lighting.

To develop personal relationships with our customers that grow into long-term professional friendships.



PrimarySource
4900 NE 11th Ave.
Oakland Park, FL 33334
P: 800.304.5651
F: 800.350.3860
www.prysource.com

Message from the Owner



Dear Friends,

Welcome to our second edition of the PrimarySource Press. In the first edition we introduced you to Al Prisco, our new Vice President. In the 14 months Al has been here, he has enthusiastically embraced our industry. He has become an effective Team Leader for PrimarySource showing passion and skill for helping you, our customer, strategize and grow your business profitably with our products. Whether you converse with Al over the phone or in person, you will benefit from his dedication to learn what you need and then make it happen. On a side note, many of you have inquired about Al's hair. I know some of you have fallen into a trance after staring at it for too long. I too periodically get mesmerized by Al's hair. He says the secret is in the gel he uses. I think there is more to it than that. So as much as I encourage you to meet with Al, I would be remiss not to warn you about the effect Al's hair may have on you.



We recently launched our new website (www.prysource.com). Positive feedback is pouring in from many of our customers. Meet our team when you visit and learn more about our humble beginnings. The login feature allows you to see your pricing and our searchable database allows you to quickly find what you are looking for.

Since 1994, batteries have been the core of our business. You can always count on us to satisfy your small battery needs. Duracell, Energizer and GP represent an All-Star lineup. Many of you also rely on us for hard-to-find batteries. It's a great time to take a closer look at Energizer's newest flashlights. Higher lumens, higher overall quality and excellent pricing makes Energizer a solid flashlight choice.

And last but certainly not least we are very excited about our Mobile Accessories expansion. We started with our value line of bulk items sold in a countertop display. We upgraded the bulk items to the Hottips brand. This has become a very successful impulse-buy item for our customers. However, the Mobile Accessories category is too big to only carry an impulse-buy line. This is why we now offer the Belkin line. Belkin is a premium line meant to be displayed in a plan-o-gram. With many new smart phones costing between \$800-\$1,000, consumers are looking for high quality name brand accessories. Keeping with our All-Star lineup approach you can now order Belkin and Hottips accessories for a well-rounded offering. Every one of your customers buys batteries and every one of your customers carries a smart phone and buys mobile accessories. Until something comes along to replace the smart phone and the other mobile devices we all use, we should all be in the mobile accessories business.

"Can you hear me now?"

All the best—

Charles Alexander, Top Dog

What's New at PrimarySource



Warehouse Relocation—To better serve you, we are moving our warehouse to a nearby Memphis location in November 2016. Due to factors beyond our control the facility where our inventory is currently warehoused is being closed and

we will transition our to our new Memphis warehouse during the week of November 14. Please be aware that orders placed during this time frame may experience delays. As always, we will provide you with tracking numbers for your orders. Thank you for your patience and understanding.



Product Spotlight

- High Profits
- Competitive Pricing
- Low Minimum Refill Orders
- Strong Sell Through Performance

In the same way everyone buys batteries, everyone also owns one or more mobile devices. All mobile devices require accessories. Due to the success of our value brand mobile accessories counter-top display, PrimarySource now offers you a premium brand option for your customers.

New phones are getting more and more expensive. Consumers, more often than not, are buying quality accessories for their mobile devices. Belkin dominates this market. Every person that walks into your place of business is a potential mobile accessories customer. And just like batteries, if they aren't buying them from you, they are definitely buying them elsewhere!



- ✓ Premium Quality
- ✓ Top Brand in the Market
- ✓ Worldwide Brand Recognition
- ✓ Dynamic Packaging
- ✓ Leader in Tablet and Smartphone Accessories (CES 2015)
- ✓ Warranty



Customer Spotlight

"Pacific Power Batteries values our ten year relationship with PrimarySource. By providing us with premium brand Duracell and Energizer batteries along with a high quality value brand GP, we can meet the small battery need of every customer who walks into our store.

We have also come to depend on PrimarySource to recommend new products that excite our loyal customers without straining our sales team.

Recently, PrimarySource provided us a great way to offer mobile accessories to our power hungry consumers. We started buying the Hottips counter display and found that it was well received by many of our customers. Most recently, PrimarySource recommended we offer another mobile accessories option to our customers. We added the very recognized Belkin premium line to meet the needs of our customers who will settle for no less than the very best for their expensive technology.

The combination of Belkin and Hottips makes us a one stop option for all of our customers mobile accessories needs.



I highly recommend PrimarySource as the go to supplier for batteries and mobile accessories, and I would be remiss not to mention their A+ customer service."

Peter Boyd, Operations Manager
Pacific Power Batteries





Did You Know? Fun Facts About Thanksgiving

A TRADITION IS BORN: TV dinners have Thanksgiving to thank. In 1953, someone at Swanson misjudged the number of frozen turkeys it would sell that Thanksgiving—by 26 TONS! Some industrious soul came up with a brilliant plan: Why not slice up the meat and repackage with some trimmings on the side? Thus, the first TV dinner was born!

THIS LAND IS MY LAND: There are four places in the U.S. named Turkey. Louisiana's Turkey Creek is the most populous, with a whopping 440 residents. There's also Turkey, Texas; Turkey, North Carolina; and Turkey Creek, Arizona. Oh, let's not forget the two townships in Pennsylvania: the creatively named Upper Turkeyfoot and Lower Turkeyfoot!

LEAVING A LEGACY: When Abe Lincoln declared Thanksgiving a national holiday, it was thanks to the tireless efforts of a magazine editor named Sarah Josepha Hale. Her other claim to fame? She also wrote the nursery rhyme, "Mary had a Little Lamb."

GOBBLE, GOBBLE? Not so fast. Only male turkeys, called toms, gobble. Females, called hens, cackle.

HAVE IT YOUR WAY: If Ben Franklin did, the turkey would be our national bird. An eagle, he wrote in a letter to his daughter, had "bad moral character." A turkey, on the other hand, was a "much more respectable bird."

BORN IN THE USA: Thanksgiving is not just an American holiday. Canadians celebrate it too. Except they do it the second Monday in October.

DOOMED FROM BIRTH: Those poor turkeys; they don't stand a chance. Just look at the name we gave them. A turkey less than 12-weeks-old is called a fryer-roaster.

TALKIN' TURKEY: Why is it called a turkey? Oh boy, this will take some explainin'. Back in the day, the Europeans took a liking to the guinea fowls imported to the continent. Since the birds were imported by Turkish merchants, the English called them turkeys. Later, when the Spaniards came to America, they found a bird that tasted like those guinea fowls. When they were sent to Europe, the English called these birds "turkeys" as well.

<http://www.cnn.com/2013/11/28/living/thanksgiving-fun-facts/>

Lessons Learned From Lead Dog

What an honor to be married 41 years to Top Dog and be his PrimarySource partner for over 16 years. It will be fun to share what I have learned on this continuing journey of striving to become his perfect helpmate at work as well as in our marriage. We know that many of you work with your spouse and other family members. Hopefully some of what I have learned can enhance your relationships as well.

Lesson #1

Learn what your spouse's best day looks like and help make it happen. In our case the day starts with bacon and ends with ice cream!

Janice Alexander, Lead Dog

