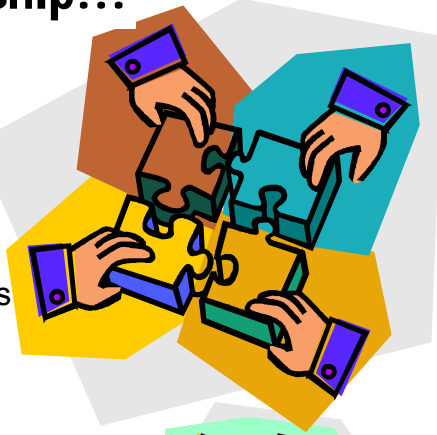


It's About Partnership...

SSWA Wholesalers allow you to achieve a better rate of return on investment through smaller, multi-line orders while avoiding minimum order requirements from separate mills.



But SSWA Wholesalers also know, it's about TRUST....

SSWA Wholesalers are your *partners* in business, *not* your competition. An SSWA Wholesaler will **NEVER** sell direct to your end-user customers.



For a Complete List of SSWA Wholesalers

visit sswa.com



"Maybe the future will be determined by those who still do the basics best."
Dan Merkel
Quoted in Sanitary Maintenance Magazine



P.O. Box 98 • Swanton, Ohio 43558 USA
Phone: 419.825.3055 • Fax: 419.825.1815
Email: info@sswa.com



Sanitary Supply Wholesaling Association

Wholesaling at It's Best!



You Do The Math!

1. EARN & TURN WORKSHEET

Gross Margin = _____%

Number of Weeks
Inventory Ordered = _____ @ Cost \$ _____

Turns: _____
(52 Weeks divided by Weeks Ordered)

Gross Margin \$ _____
(GM% x Inventory Cost)

Cash Generated by Turns: \$ _____ per Year
(Gross Margin \$ x Number of Turns)



2. EXAMPLE: DISTRIBUTOR BUYING DIRECT FROM MANUFACTURER

Gross Margin = 20%

Number of Weeks
Inventory Ordered = 8 @ Cost \$10,000.00

Turns: 6.5
(52 Weeks divided by # Weeks Ordered)

Gross Margin for 8 weeks = \$2,000.00
(GM% x Inventory Cost)

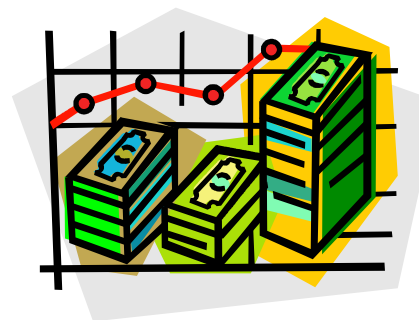
Cash Generated by Turns: \$13,000.00 per Year
(Gross Margin \$ x Number of Turns)

Buy from an SSWA Wholesaler to Improve Cash Flow!

If buying 8 weeks of inventory ties up \$10,000 in Cash.....

Buying 2 weeks of inventory at \$2,500 creates \$7,500 of Cash Available to invest more strategically!

That's a **200% GROSS MARGIN INCREASE** for the same \$10,000 Investment!



3. EXAMPLE: DISTRIBUTOR BUYING FROM SSWA WHOLESALER

Gross Margin = 15%

Number of Weeks
Inventory Ordered = 2 @ Cost \$2,500.00

Turns: 26
(52 Weeks divided by # Weeks Ordered)

Gross Margin over 8 weeks = \$1,500.00
(GM% x Inventory Cost x 4)

Cash Generated by Turns: \$39,000.00 per Year
(Gross Margin \$ x Number of Turns)