

International Industrial Development Associates

Leading The Way

Success is not easy. Successful selling is an achievement accomplished through market knowledge combined with strategic planning, strong management and resources, plus the dedication of a professional team.

International Industrial Development Associates, Inc. is a powerful, diversified international multi-line marketing and sourcing development company.

I.I.D.A.'s goal is to develop and counsel, fairly and professionally, both our clients and the factories we serve. We are committed to using our considerable resources to exceed our quotas with every factory we represent.

We are very proud of the services we offer, our techniques, our people and our style.

through.

Experience

Retail Relationships

Strategically Located

Merchandising Solutions

Promotional Strategies

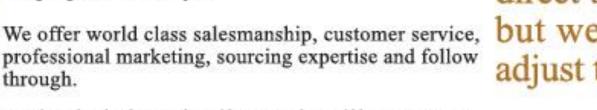
· Follow Through

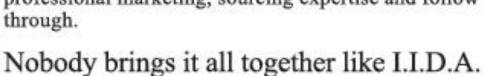
Proven Success

That's what I.I.D.A. delivers!



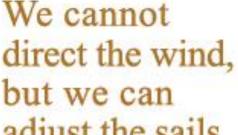
International Industrial Development Associates







The I.I.D.A. Team in a client strategy and retail planning session at our Stuart, FL Headquarters



adjust the sails.

An Edge of Distinction . . .

 Over the past 37 years, I.I.D.A. has clearly established itself as the fastest growing company in the worldwide wholesale and retail distribution channels. I.I.D.A.'s dedicated commitment to quality and sensitivity to customer satisfaction has set a standard for others to follow.



Fred Simon CEO

- Even from the early stages of business operations, I.I.D.A. has grown by incredible proportions from its inception as a corporation in 1987. As he foresaw the diversification of the consumer marketplace, Fred Simon, with over forty-five years of experience, founded I.I.D.A.. He formed this specialized marketing and sourcing company to address the unique needs of the ever-changing face of retail for the future. He has successfully coordinated sales and marketing in the industry.
- I.I.D.A. handles both foreign and domestic clients who span a broad spectrum of industries. In this way, and with a better understanding of their needs, I.I.D.A. has established a high degree of stability and developed stronger relationships with their customers at the highest levels.
- I.I.D.A. handles a very broad spectrum of food and non-food products, bringing them to the marketplace for both National and International use.



Management & Administration . . .



Jeff Chaban
President



Carol Ciappina *Chief Financial Officer*



Karen Behrig Vice President of Operations



Jami Chaban
Executive Vice President



Raphaela Tuzzolino Bookkeeper



Cheryl Grinnell
Executive Assistant
& Sales Support



Bentonville Sales Force . . .



Scott Burford *Director of Sales Bentonville Office*



Eric ExnerDirector of Sales
Bentonville Office



Nicole Dagit *Retail Analyst Bentonville Office*



Don MillsAccount Manager
Bentonville Office



Don Atkinson Account Manager Bentonville Office



Sales Force . . .



Steve Sadler *Director of Sales Special Markets*



Carrie Farmer
Account Manager/
Sourcing Coordinator



Zack Chaban Account Manager Stuart Office



Kevin Stewart Account Manager Framingham Office



Alberto Rastelli Director of Sourcing Italy



Major Accounts . . .





































Major Accounts...



meijer







Walgreens

















"MORE FOR YOUR DOLLAR"





Significant Growth and Development . . .

From the inception as a corporation in 1987, I.I.D.A. continues to strengthen its significant development and growth in order to better serve our vendors and clients. Our new Corporate Headquarters in Stuart, Florida, equipped with state-of-the-art systems and electronics, has been designed to enhance and support our customers.

Over the past 37 years I.I.D.A. has expanded. We now have offices in Natick, Massachusetts; Bentonville, Arkansas; Issaquah, Washington; Atlanta, Georgia; Mooresville, North Carolina, Shenzhen, China and Parma, Italy.

I.I.D.A.'s principals have worked very hard to employ only the best personnel in our field that will enable our customers and manufacturers the services and success they deserve. I.I.D.A.'s principals have been consistently recognized as leaders in their field.

I.I.D.A. has employed the best in sales and support that work together for a common goal – *the success of our clients and vendors*.





Teamwork . . .

Sales

I.I.D.A.'s Sales force is unique in that they provide our clients full coverage in all channels of distribution. Our Sales Team has been trained in the art of selling and has the knowledge and experience to assist our accounts in marketing, strategic planning, merchandising, advertising, packaging, inventory planning and product presentation.

I.I.D.A.'s owner is an active selling principal and has a sales force of 14 in-house professional salespeople and 36 network representatives in the field.

I.I.D.A.'s professional skills have produced consistently outstanding, winning results for our clients.

Support and Services

I.I.D.A. has an extensive support team. These staff members serve both our retailers and our clients in processing information. Their services include, but are not limited to:

- •Expediting and Tracking Orders as well as handling shipping issues
- •Processing R.A. and RTV requests
- •Creating Plan-o-grams
- •Vendor Agreements and New Item Form completion, as requested
- •Communication with both our customers and our clients
- Packaging Development
- •Pallet Configuration
- •Sales, Inventory & Forecasting RetailLink Analysis
- •Hand delivery of samples to Major Accounts
- •Performing any task which will enhance the success of the client



General Merchandise . . .

















Pallets . . .

















Dot.com Items . . .

International Industrial Development Associates











Shows and Awards . . .











IIDA Leaders of Today...Pioneers of Tomorrow

The I.I.D.A. Difference:

World Class Marketing & Sourcing Resources

State-of-the-Art Sales Techniques and Facilities

A close rapport with a knowledge of the ever-changing needs of our customers

Fred Simon CEO













Contact I.I.D.A. Today at 772-220-1588 to take your Product Marketing and Sales to the Next Level!





IIDA Regional Offices











International Industrial Development Associates

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