

# CORPORATE OVERVIEW

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# Corporate Background

- Pioneer in the multicultural hair care revolution
- Marketer for specialty beauty care products focusing on developing and implementing best in class sales, marketing, visual merchandising and logistical programs

Cutting-edge innovation and foresight

- Strategic collaborative approach to relationships
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✓ 40 Years As Nation's Leading Distributor

✓ Business Lead for 7,500+ Multicultural Beauty Care SKUs

CORPORATE BACKGROUND



# CUTTING EDGE TECH

We have reconfigured our warehouse with AutoStore robotics for all custom-pick orders by store. All leading to greater customer satisfaction for our ability to provide precision, accuracy and speed to orders of all sizes at competitive prices.



## Warehouse Space

Our warehouse in Bellport, NY is a spacious 690,000 sq. ft.



## Packaging Solutions

Our packaging foam is bio-degradable and we use recycled corrugates & plastics.



## Lighting Solutions

We use low-voltage, motion-activated lighting.



## Solar Panels

We installed one of the largest solar power projects in New York state.



## Innovative System

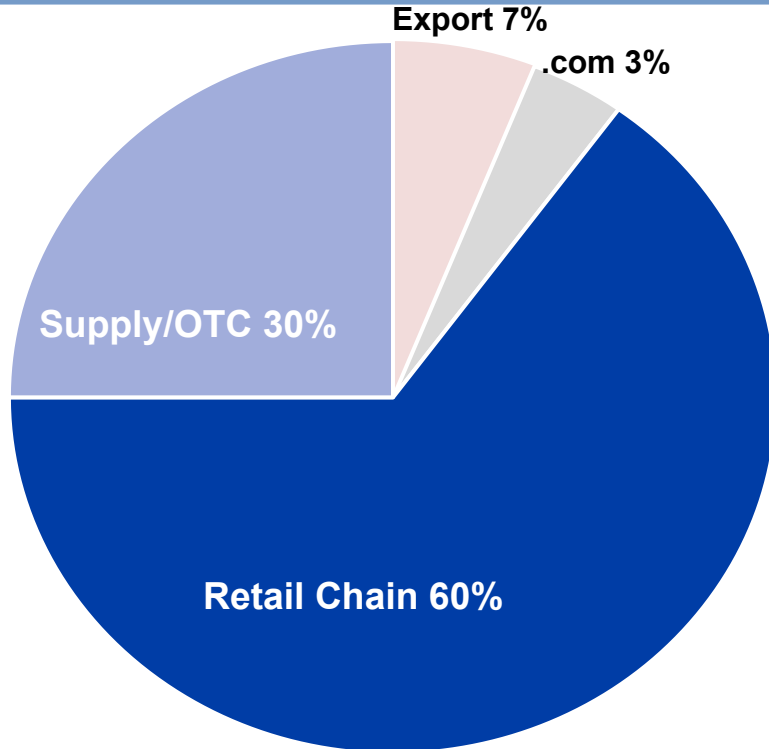
Each order is pulled by a unique automated warehouse robotic system.

# SERVICE OFFERINGS





# CHANNEL DISTRIBUTION



Export .com Retail Chain Supply /



ULTRA STANDARD DISTRIBUTORS



# BRAND PORTFOLIO



**Africa's  
BEST.**



**AS I AM.**

*Candice Rose*  
THE BEAUTY FOR EVERYONE



**cantu**



**tgin**



**ampro  
PRO STYL**

**EBIN**  
EVERYDAY BEAUTY IS NEW



**PANTENE  
GOLD SERIES**



*THE Mane*  
CHOICE



**CANVAS Beauty**



*Carol's Daughter*



**REVLON**

*Shea Moisture*

**Aunt Jackie's**  
CURLS & COILS



**CREME NATUR**

*Kinky-Curly*



**MIXED  
CHICKS**  
a curly revolution



ULTRA STANDARD DISTRIBUTORS

# ROADMAP TO RETAIL.

## PHASE 1

### RESEARCH & VETTING

- Buying team researches new authentic & relevant brands
- Propriety test & learn program in OTC

## PHASE 2

### BRAND MEETING

- Alignment on Retail Goals & Strategy
- Ensure Specs, WERCS, & GS1 Compliant

## PHASE 3

### PRE-RETAIL ROLLOUT

- Finalize Product Selection Specific for Target
- Marketing Launch Plan
- Retail Specific Promotional Planning
- Product Seeding
- Alignment on Corporate
- Marketing Initiatives
- Retail Specific Influencer Rollout
- Inventory Management
- Line Review Prep

## PHASE 4

### RETAIL LAUNCH

- Supply Chain Efficiency
- POS Reporting +Analytics
- Pivot Marketing
- Day to Day Liaison at Retail



# RETAIL PARTNERS

With over 40 years of experience in the industry, our relationship with our retail partners are indispensable.

We collaborate on strategic sales solutions, as well as share insights and recommendations to grow the multicultural beauty category. Emerging brands benefit greatly from these relationships, allowing for faster entry into the retail space.

Walmart



shaws



SUPERVALU

SALLY BEAUTY

HARMON  
FACE VALUES

meijer



Walgreens

Publix

TARGET

BED BATH &  
BEYOND

CVS pharmacy



FAMILY DOLLAR  
my family, my family dollar.



Wegmans





# CATEGORY MANAGEMENT RESOURCES

Successful category management is a true collaboration between brands and retailers to determine the best way to market and sell a product in the retail environment.

Implementation of category management processes and the analysis of data can benefit retailers and suppliers alike through improved productivity, reduced costs, and higher profits.

## Category Management

- Independent Category Expert
- Category Data Analysis using Syndicated Data
- Plan-o-gram Diagnostics
- Identify and quantify assortment opportunity
- Spectra Data
- Right Mix/Right Stores
- Provides additional sales and maximizes ROI

## Marketing

- Consumer Research
- New Segment/Product Initiatives
- Digital Co-op Programs

# BEAUTY SUPPLY / OTC

In light of our recent expansion into new territories, Ultra/Standard now serves over 3,200 beauty supply stores through a team of 25 sales representatives.

We have a new and improved web based ordering system.

As part of our commitment to partner with brands and drive sales, we will continue to invest in tools such as our catalogs and monthly deals.



**BEAUTY SUPPLY**



# BEAUTY SUPPLY / OTC EXPERIENCE





# BEAUTY SUPPLY / OTC EXPERIENCE



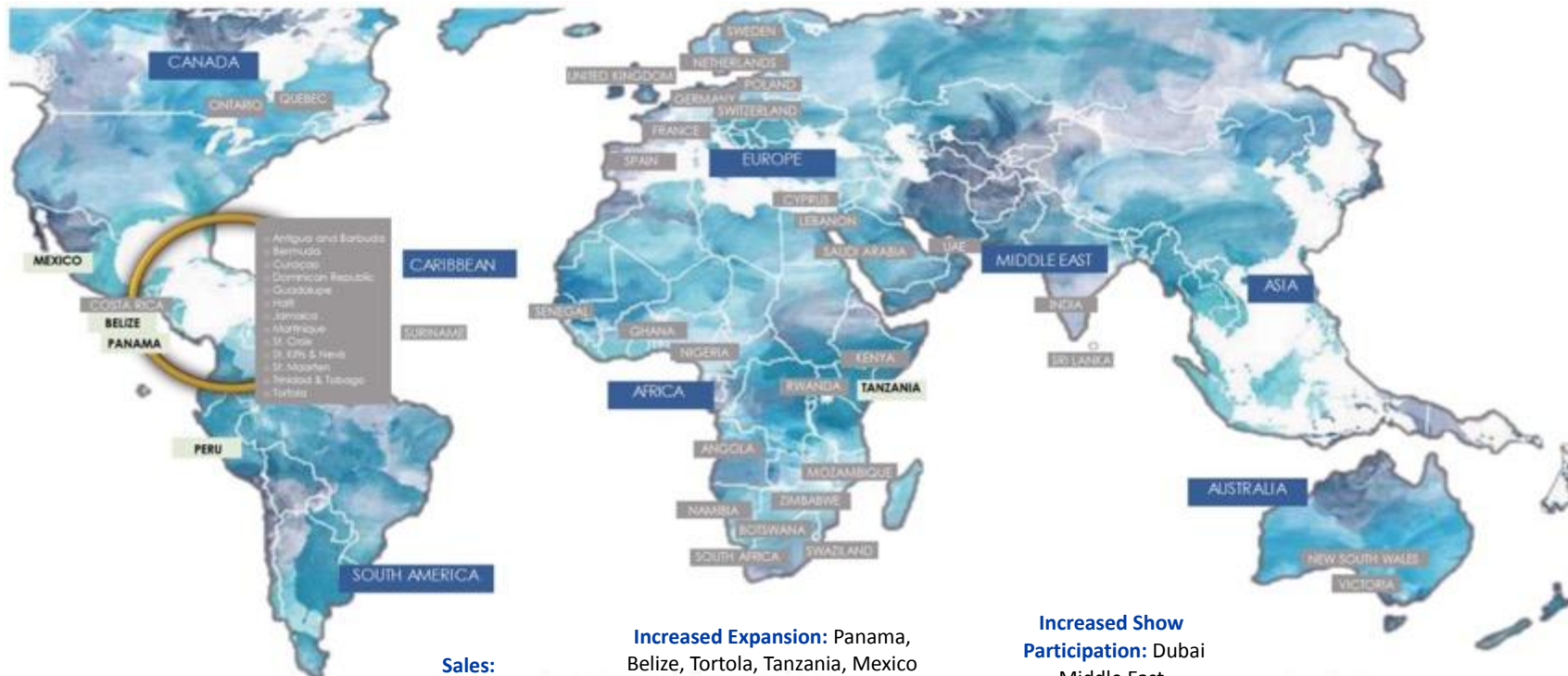




# BEAUTY SUPPLY/ OTC EXPERIENCE



# INTERNATIONAL SALES HIGHLIGHTS

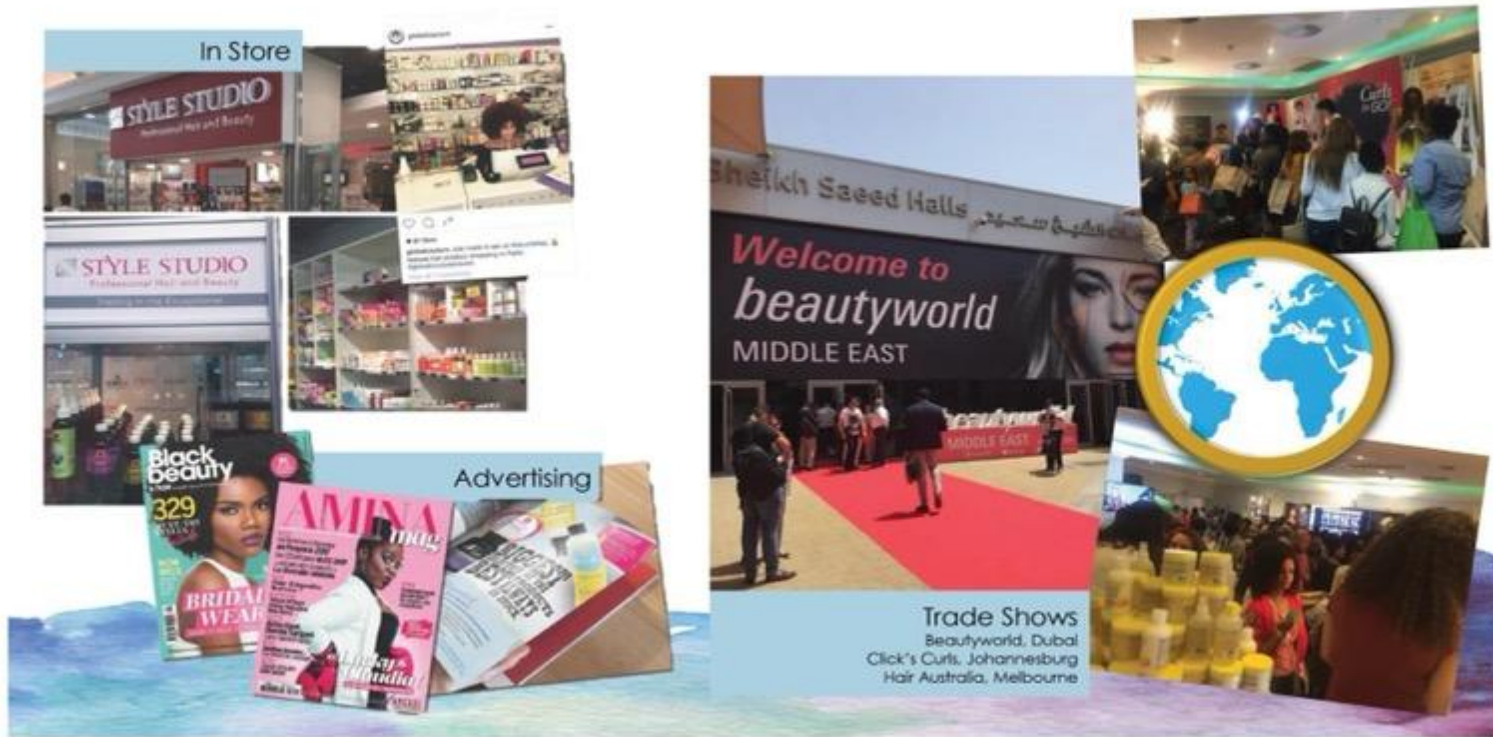


**Sales:**  
Increased 12%

**Increased Expansion:** Panama, Belize, Tortola, Tanzania, Mexico (Retailer) Costa Rica, and more

**Increased Show Participation:** Dubai Middle East, Clicks Curl Cape Town, Beauty West Africa

# INTERNATIONAL SALES HIGHLIGHTS





# MARKETING HIGHLIGHTS

- Dedicated Email Campaigns
- Circulars
- Website
- Target's Textured Hair Landing Page

## DIGITAL MEDIA



**SALLY BEAUTY.**

## PRINT MEDIA

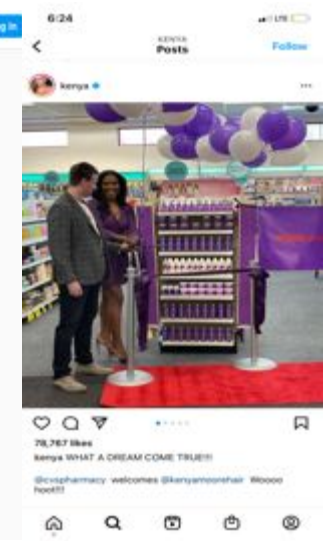
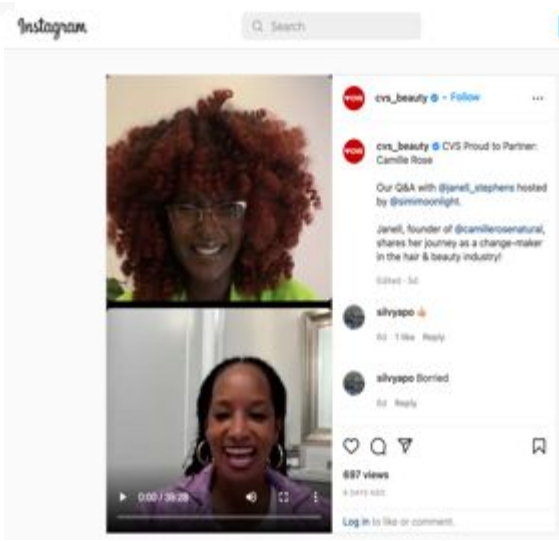


ULTRA STANDARD DISTRIBUTORS



# MARKETING HIGHLIGHTS

- In-Store Demos
- Digital Live Executions
- Retailer Website Integration
- Culturally Relevant Theme Participation





**THANK YOU**

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