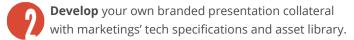
WORK SMARTER×NOT HARDER

JANITORIAL CROSS-SELL OPPORTUNITIES.

Are you leaving sales on the table with existing accounts?Would you like to bolster your product lines but are unsure how?
We will help you grow business with existing accounts and productively prospect new accounts.

Our approach to cross-selling is simple yet effective. We will:





Lead the pitch. If you're unfamiliar with institutional and retail textile sales, we will join you for the meeting.

The opportunity awaits.

There is an opportunity to grow beyond janitorial supplies, and you already have a one-stop textile supplier.

You have established an excellent working relationship. Your customer trusts your judgment and reliability. And most importantly, you're already set up in their system.

CROSS-SELLING IN ACTION

Retirement communities are an excellent example of product line extension opportunities.

Many retirement communities use in-house staff to perform day-to-day cleaning, sanitation, and laundry tasks. Residents need to feel safe and comfortable so all operations are managed in-house. Communities run on-site laundries to handle all bedding, towels, and even dry cleaning. Foodservice operations clean with bar mops and kitchen towels, while napkins and table linen are often used for events.

Most offer a **general store** where residents can purchase retail **home textiles**, **blankets**, and **resort towels** alongside food, home goods, sundries, and little luxuries. Activities such as art classes use **cobbler & bib aprons**. Spas require **bleach-safe salon towels**. Bigger/wealthier communities offer golf courses that require **club towels**, pools that offer complimentary **cabana and pool towels**, and fitness centers who provide **gym workout towels**, and **bath towels** for locker rooms.

Janitorial Supplies

Institutional Guest Lines

> Retail Lines

Activity Textiles

Institutional Fitness Lines

Premium Textiles

Foodservice Textiles SmartChoice Microfiber cloths, mops, dust mops wands, wall washing equipment, and hardware. Best Rags professional wiping products.

White guest towels by carton & bale, guest and antimicrobial sheets, blankets, kitchen towel ensembles, and hotel makeup removal towels.

Sloppy Chef kitchen textiles, bath, hand, & wash towel sets, throws, bath and accent rugs, sheets, mattress pads, and beauty supply.

Bib aprons, cobbler aprons, cheesecloth, floursacks, dropcloths, huck towels, automotive textiles, and bleach-safe salon towels.

Center striped gym 'Power' towels, bench towels, microfiber hand towels antimicrobial microfiber cloths, and hand sanitizer.

Resort, beach, pool, and cabana towels. True Color 'club' bath, hand and wash towels, oversized premium striped bath towels.

Bistro and waist aprons, solid and bistro napkins, table linen, bar mops, herringbone and tea towels, commercial cheesecloth.

Janitorial textiles are just a fraction of our total offering.

Monarch Brands imports hospitality and retail textiles for nationally recognized brands and retail chains. You will benefit from a proven track record in several categories.





CROSS-SELLING BEYOND JANITORIAL ACCOUNTS

This chart shows an overview of how your customers' business intersects with our expanded range. Your customers and their needs will be unique. We would love to talk to you about them.

Industrial Manufacturing Retirement Communities Schools & Universities Property Management Daycare & Preschools Connercial Cleaning Healtheare Facilities Outpatient Centers Corporate Offices Foodservice **Cobbler Aprons Bib Aprons Waist Aprons Bistro Aprons Kitchen Towel Sets** Bar Mops Cheesecloth $\sqrt{}$ \checkmark **Retail Kitchen Towel Sets Table Linen Napkins Sheets & Blankets Color Towel Sets White Towel Sets Pool Towels Makeup Removal Towels Bleach Safe Hand Towels √ Color Absorbent Towels**

