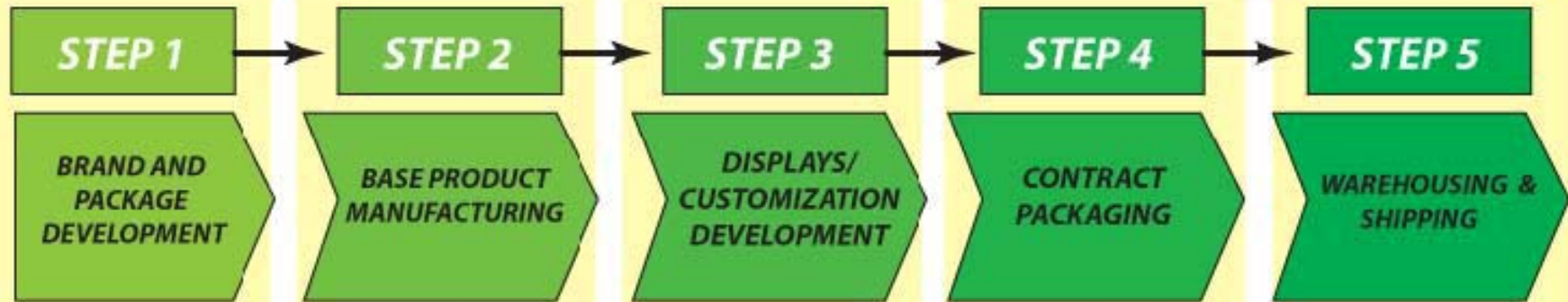


Supply Chain Convergence

RETAILER



	STEP 1	STEP 2	STEP 3	STEP 4	STEP 5
INSOURCED SERVICES & MATERIALS	<ul style="list-style-type: none"> Marketing Package Dev Art & Copy 	<ul style="list-style-type: none"> Plant MFG Product Supply Procurement Quality 	<ul style="list-style-type: none"> Customer Teams Mkt Services Package Dev Procurement 	<ul style="list-style-type: none"> Product Supply Mkt Services Procurement Display Assembly 	<ul style="list-style-type: none"> Supply Chain Transportation Fulfillment Ops Procurement
OUTSOURCED SERVICES & MATERIALS	<ul style="list-style-type: none"> Global Ad Agencies Brand/Local Ad Agencies Pkg Dev. Agencies Acct. Specific Agencies Trade Marketing 	<ul style="list-style-type: none"> Co-Mfg– Liquid Fills Co-Mfg– Powder Fills Co-Mfg – Aerosol Fills Co-Mfg – Dry Solids Primary RSCs Primary Flexible Pkg. Primary Folding Cartons Litho Printing 	<ul style="list-style-type: none"> Display Component Design Display Component MFG Mixed Materials MFG Permanent Displays MFG POS/Signage MFG <p><u>Turnkey Vendor – Materials & Contract Packaging</u></p>	<ul style="list-style-type: none"> Stand Alone Ops Embedded Ops Secondary Filling/Bagging Display Assembly Project Mgt. 	<ul style="list-style-type: none"> 3PL Warehousing Trans/Frt Brokering In-Store Merch Re-Stack/Case Picking Sales Mat Fulfillment 4PL – Inbound Frt Mgt.