

Stack the Deck in Your Favor with Clover's Authorized Federal Dealer Program

June 24th, 2021

CLOVER
IMAGING GROUP —



Agenda

- **The changing Federal landscape, and how it benefits remanufactured imaging supplies and Clover**
Authorized Federal Dealers
- **Clover Company update & what we are doing to address the return to Federal offices**
- **How are successful dealers growing their revenue?**
- **Update on the Verified Product Portal and Section 889**
- **Case Study – A big win with America’s favorite Agency**
- **Clover’s New Federal Microsite Tour**
- **Q&A**



An American flag is visible on the left side of the slide, partially cut off by the edge. It is waving and has a soft, out-of-focus background.

The Changing Federal Landscape

Federal procurement is a highly regulated process. We will see more pointed regulations that will drive purchasing and usage behavior.

Agencies will have larger budgets and Federal workforce staff increases – We are not contending with Sequestration or Continuing Resolutions

- Included in the proposed 2022 \$6T budget, Federal Agencies will receive a larger budget and workforce increases
- Biden administration has called for an average 16% boost in discretionary spending at civilian agencies in 2022 in an effort to “rebuild capacity”

Federal employees are expected to Return to Work later this summer under a hybrid model

- Draft versions of Return-to-Work procedures were due to OMB by June 18, final policies are due by July 19
- Biden Administration will provide Agencies maximum flexibility for continued telework

GSA Focus on Schedule Enforcement

- Dept of Justice was granted an initial \$300M budget increase, and has adopted an activist enforcement agenda
- Expect a focus on investigations, and higher number of GSA audits
- Misrepresentation on the Multiple Award Schedule is a felony - DOJ can prosecute offenders under the False Claims Act

The Changing Federal Landscape

Focus on Environmental Sustainability

- New Executive Orders from Joe Biden support global initiatives for environmental sustainability.
- Model the European Commission's Voluntary Agreement, and the Circular Economy Action Plan, sets adopts processes, sets targets, measures results
- On Jan. 6, the EPA issued new standards for Persistent, Bio accumulative and Toxic (PBT) Volatile Organic Compounds (VOC) in grades of plastic and toner
- [EPA PBT policy](#) applies to low grade plastic and toner

Focus on Supply Chain Risk Management (SCRM)

- Section 889 – Is Applicable to all Acquisition Solutions
- Prohibits the sale and usage of 5 Chinese Telecom Co.
- NDAA – Expect more companies to be excluded
- May 12 EO to Improve Cybersecurity will delay the implementation of the CMMC
- Until the policies are clarified, we are focused on NIST 800-171 CMMC Prep, and NIST 161 for SCRM



The Changing Federal Landscape

Focus on the Mission of AbilityOne

- Agencies can satisfy demand for AB1 **products** and **fulfillment** through 279 Authorized AbilityOne Dealers
- GSA pledged 2% spending to support the mission
- Many Agencies have set-aside purchasing objectives for AB1
- Compared to other AB1 product categories, consider the ROI with toner
- Share NIB's "Our American Dream" video with Agencies to promote the program's job creation efforts -
<https://www.youtube.com/watch?v=6ixFgeh-TTI>
- Share www.NIB.org and www.SourceAmerica.org

- We hope to see you during the NIB Conference in Crystal City, VA on Oct. 12-15. Visit the TRI and AIB booths.





Clover Update and Strategy

Clover is stable and healthy: We have emerged from the Covid pandemic as a stronger company

Pandemic driven "Work From Home" mandates have disrupted purchasing and collection patterns.

Since March 2020, the industry has witnessed change in the population and leadership of many privately held and publicly traded companies

Clover has had no changes in our Senior Leadership Team.

We remain your dependable, best in class provider of remanufactured imaging supplies, parts and kits

As OEM's are pulling back Clover is introducing new creative programs to support our partners

We are grateful for our partnerships with the Wholesalers, Buying Groups, BTA, BSA, IOPFDA and www.I-ITC.org

Blocking and Tackling:

What successful dealers are doing to grow their revenue

- It's not all about price – leverage relationships, sell on value
- In e-Commerce, Content is King
- Leverage our resources, including our Q2 GSA Content File, formatted for both SIP 8.5 and EDI users.
- After Labor Day and before Oct 1st, GSA will launch Phase 1 of the Verified Product Portal integrating images and content into the MAS. By mid-2022, Phase 2 will integrate PDF's, PPT's, SDS, Videos, etc. into the MAS. Clover was the first trusted partner to populate the VPP.
- If you have Clover skus loaded on your Schedule, GSA will sync them into the MAS.
- [Implementation of Verified Products Portal & Impacts to Letter of Supply.](#) A video of the June presentation [here](#)





Case Study : IRS

- What can be learned from the success at IRS. How can we leverage this victory for future opportunities?
- If the RFQ can be reviewed early, then we have the highest probability to modify the Agency language.
- Review our Blog post regarding approved standards and accepted terminology as supported by: Industry, Associations, Academia and GSA www.cloverimaging.com/fedblog
- A best practice is to invite Clover to get involved early. Get ahead of bids, and help CO's write specs before an RFQ is issued by referencing the **Clover Experience Specification** and the **Enforcement Guidelines for Remanufactured Imaging Supplies** (reference the blog for the links)

How Following Industry Standards Help Grow Federal Sales

A photograph of three men in business attire. The man in the center is holding a trophy. The man on the left is Steve Noyes from Clover.

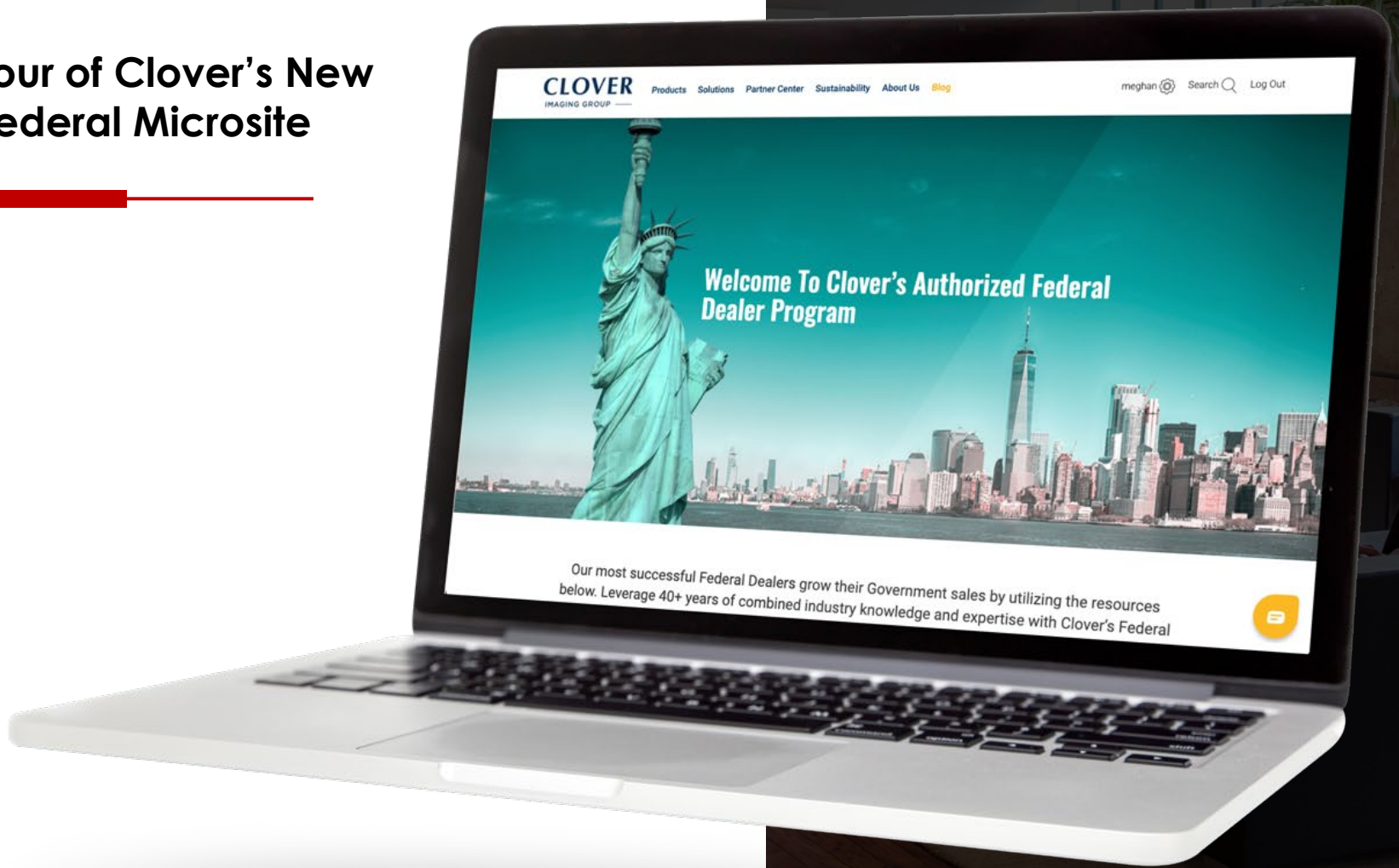
Steve Noyes From
Clover Receives The 2021
**Outstanding
Leader Award**

★★★★★

**How Following
Industry Standards
Help Grow Federal Sales**

ESSENDANT
SPRICHARDS CO
ISG
IOPFOR

Tour of Clover's New Federal Microsite





Welcome to
**Clover's Authorized Federal Dealer
Program for 2021**

Clover's Federal Dealer Program is designed specifically for dealers that want to work with the United States Government. Once part of the partner program dealers get access to documents and materials designed to achieve more sales in this lucrative market.

**Become a Clover Authorized
Federal Dealer**

**Current Clover Authorized
Federal Dealers***



Why
**GSA Schedule Holders Prefer To Partner with
Clover Imaging**

Clover's Authorized Federal Dealer Program provides the guidance, resources, and tools required to successfully offer remanufactured toner and other imaging supplies to Federal buyers. Our TAA-compliant products are backed with US-based customer service and technical support, and a 100% performance guarantee.

Clover Authorized Federal Dealer Program for 2021 Benefits:

Clover Authorized Federal Dealer Program for 2021 Benefits:



Receive Discounted
Federal Pricing



Obtain a Letter of Supply
for Direct Buying Dealers



Be listed on the
[BSA website](#) for GSA
Schedule 75, OS4, and/or
the MAS Consolidated
Schedules Program



Gain Access to the Clover
Bid Desk for eligible
Federal RFQs



Earn Back End Rebates on
your sales to the Federal
Government

Clover's Federal Government Blogs



How Following Industry Standards Help Grow Federal Sales

Created: April 30th 2021



For GSA Dealers, The Right Partner Makes the Difference

Created: March 4th 2021



New Clover GSA Content File: Update Before The March 31st Deadline

Created: February 8th 2021

[» View More Blogs](#)

Interested in joining Clover's Authorized Federal Government Dealer Program?

Join the 100's of Dealers and Experience the Clover Advantage

- GSA Content File and images provided quarterly, formatted for use with GSA's SIP 8.5 software and EDI
- Co-branded marketing materials designed for GSA dealers
- Quarterly Country of Origin File
- Access to the Clover Federal Government Microsite
- Access to industry experts with over 40 years of experience selling to the Federal Government

The Requirements For Joining Clover's Federal Dealer Program

To become authorized dealers need to sign our Federal Program Agreement and commit to:

- Sign our 2021 Clover Authorized Federal Dealer Program Agreement
- Sell a minimum of \$25K of Clover Imaging supplies annually to the Federal Government
- Use Clover-provided e-content, including Clover product images, for all Clover items listed on the GSA Advantage
- Attend Quarterly Business Reviews to align with goals and objectives



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The background of the page features a teal-tinted image of the Statue of Liberty on the left and the New York City skyline on the right, including the Freedom Tower. The text is overlaid on this image.

Welcome To Clover's Authorized Federal Dealer Program

Our most successful Federal Dealers grow their Government sales by utilizing the resources below. Leverage 40+ years of combined industry knowledge and expertise with Clover's Federal team leadership.



AbilityOne

AbilityOne is the largest government program in the world that supports the employment and advancement of the blind and severely handicapped through the Skilcraft brand of products. Nearly all of the 187 AbilityOne Skilcraft remanufactured laser supplies are now proudly powered by Clover Imaging Group.

1. [Become an AbilityOne Distributor at AbilityOne.gov](#)
2. [AbilityOne Skilcraft 187 SKU Product Assortment](#)
3. [AbilityOne GSA Content File – Formatted for SIP and EDI](#)





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GSA Support

The General Services Administration provides vast resources to support current and prospective contract holders.

1. [GSA's Vendor Support Center](#)
2. [How To Apply For a GSA Schedule](#)
3. [What is TAA Compliance – Part of GSA's New Vendor Training Series](#)
4. [GSA's Verified Products Portal - Implementation Update](#)



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Clover Federal Administrative Documents

A repository of files to help with your GSA Schedule
Maintenance

1. [2021 Clover Authorized Federal Dealer Agreement](#)
2. [Q2 2021 Country Of Origin File](#)
3. [Q2 GSA Content File for Clover Products – Formatted for SIP and EDI](#)





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Clover Federal Marketing Materials

Clover offers Federal Government dealers robust marketing materials that can be customizable for each individual dealer.

1. [Customizable Federal Marketing Materials](#)
2. [Clover Video Library](#)
3. [Clover Federal Government Blogs](#)
4. [Latest Clover Federal Government Webinar Recording](#)
5. [Why Federal Agencies Choose Clover](#)



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GSA Dealers:

Maximize Remanufactured Toner Sales in 2021



Are you signed up to receive Clover's Federal Blog?

www.cloverimaging.com/fedblog



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Steve Noyes

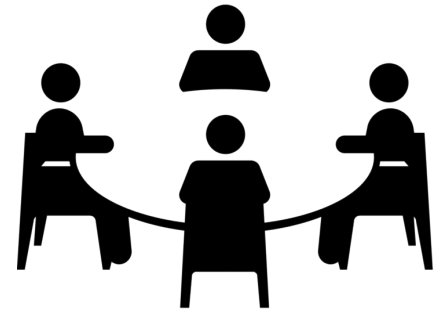
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Closing Comments

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Thank You

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