

INTEGRATED MERCHANDISE INFRASTRUCTURE. ENTERPRISE SOLUTIONS.

ALL UNDER ONE ROOF



Your Trusted Partner in
Custom Programs

EXECUTIVE OVERVIEW

VLD provides a strategic production and infrastructure solution designed to strengthen your sourcing control, decoration capacity, fulfillment speed, and display execution, all within one coordinated system.

Key Benefits:



Speed



Brand
Consistency



Budget
Discipline



Global Rollout
Capability



Program
Scalability



Innovation with
Smart Products

VLD operates as a vertically integrated merchandise infrastructure partner, supporting your organization with:

Factory-direct
sourcing

In-house
screen printing
& embroidery

Premium
headwear
programs

In-store display
& retail signage
production

HassleFree
Displays™

HassleFree
Umbrellas™

Custom Bags

Kitting & curated
program assembly

Dedicated
warehouse
e storage

24-hour rapid
deployment
fulfillment

Positioning Statement:

Our role is to strengthen your backend production infrastructure — giving you greater control, faster timelines, and stronger margin protection without adding internal operational complexity.

STRATEGIC USE CASES

Your organization may support high-volume enterprise programs that include:

- Apparel rollouts
- Onboarding & welcome kits
- Event merchandise
- Recognition programs
- Retail support materials
- Seasonal campaigns
- Large-scale replenishment orders



These programs benefit from structured infrastructure rather than fragmented vendor sourcing. VLD provides that structure — quietly, efficiently, and at scale.

CORE CAPABILITIES

A Factory-Direct Sourcing

- Overseas manufacturing relationships
- Volume-based cost efficiencies
- Pantone-controlled color standards
- Retail-grade production specifications
- Program-based pricing models

Your Advantage:

Stronger margin control and production predictability on enterprise programs.

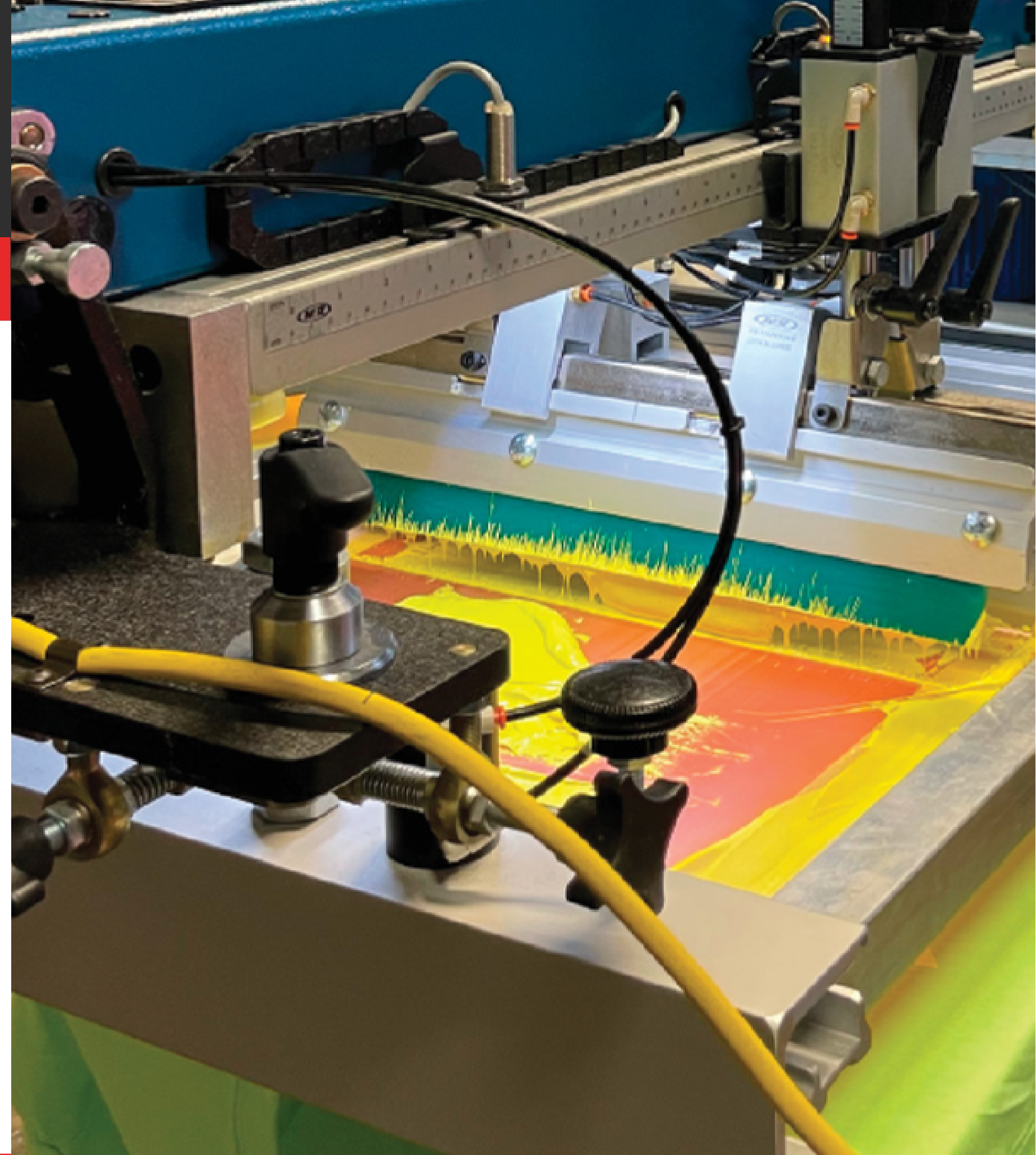


B In-House Screen Printing

- Automatic high-volume presses
- Specialty inks (water-based, puff, soft-touch)
- Multi-location print capability
- Pantone color accuracy
- Retail finishing standards

Why It Matters:

- Faster turnaround
- No third-party decorator markups
- Controlled production schedules
- Consistent output across large runs



C In-House Embroidery

- Multi-head embroidery machines
- 3D puff embroidery
- High stitch-count precision
- Cap specialization
- Patch & applique programs

Result:

Premium decoration quality with enterprise-level consistency.



D Premium Headwear Programs

- Structured performance caps
- Lifestyle silhouettes
- Rope cap styles
- Sustainable fabric options
- Custom labeling programs
- Smart Caps to measure engagement

Headwear remains one of the highest perceived value categories in promotional merchandise — and VLD produces at retail-grade standards.



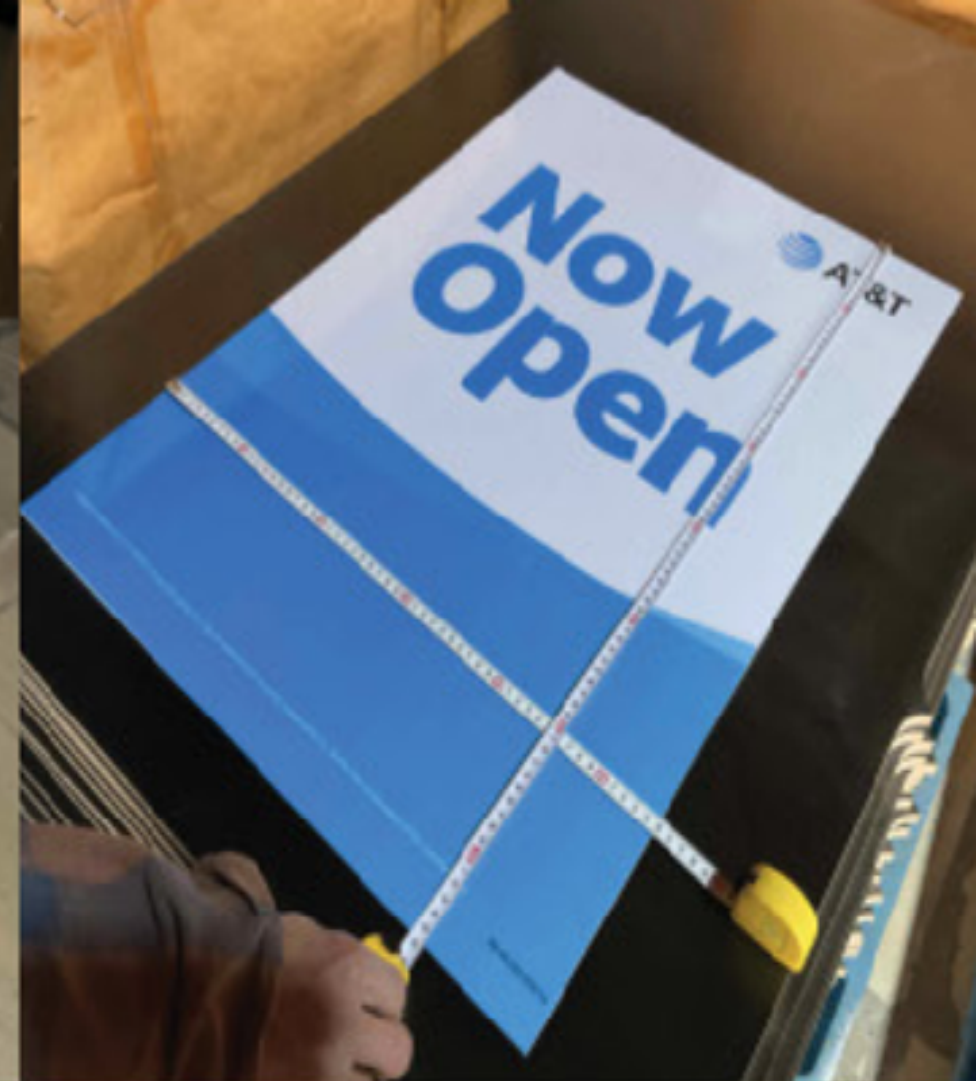
E In-Store Display & Retail Signage Production

VLD supports enterprise retail programs with:

- Shelf talkers
- Endcap signage
- Corrugate floor displays
- Countertop units
- Pallet displays
- Window graphics
- Temporary POP displays

Your Advantage:

Campaign cohesion — from decorated merchandise to physical retail presence.



F HassleFree Displays™

- Tool-free, rapid setup
- Lightweight, compact shipping
- Interchangeable graphic systems

Your Advantage:

Scalable, repeatable display execution with lower freight and fewer field errors.





- Custom golf, patio or market umbrellas with commercial grade hardware
- Wind-rated, UV-printed canopies
- Replaceable canopy systems

Your Advantage:

Long-term outdoor brand presence with consistent execution across multiple locations.





Custom Bags

- Full customization options
- Retail-ready construction
- Ideal for kit programs
- Smart Bag options available

Your Advantage:

High perceived value products that enhance programs while protecting margin.



Kitting & Fulfillment Infrastructure

As your infrastructure partner, VLD provides:

- Curated kit assembly
- Multi-SKU packaging
- Bulk distribution
- Individual drop shipping
- Enterprise rollout coordination



J Dedicated Warehouse Support

VLD offers:

- Inventory storage
- Replenishment staging
- Display storage
- Apparel blank staging
- Event material holding

24-Hour Shipping Capability

Stocked inventory can ship within 24 hours — eliminating:

- Last-minute freight escalation
- Vendor sourcing delays
- Rush charges
- Production lag



The Value to Your Organization

01 Speed



- In-house decoration control
- Centralized production scheduling
- Warehouse-backed rapid deployment
- Reduced reorder cycle times

Faster execution strengthens your competitive advantage with enterprise clients.

02 Margin Protection



- Factory-direct sourcing
- No third-party decoration markup
- Consolidated display & merchandise production
- Volume-based production efficiencies

Backend cost control translates into stronger profitability for your organization.

03 Quality Consistency



- Standardized specifications
- Pantone color control
- Retail-grade finishing
- Multi-point QC inspection
- Structural integrity in display builds

Enterprise programs demand consistency — VLD builds it into the process.

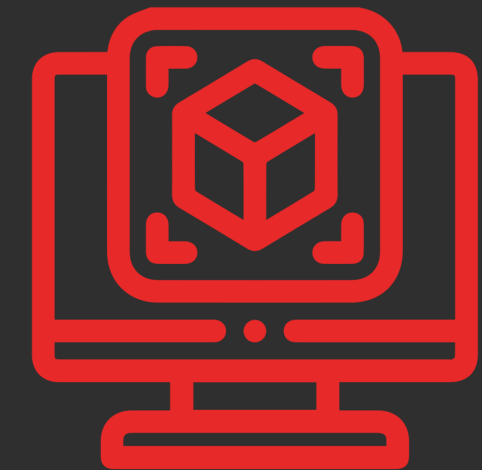
04 Operational Simplicity



- One integrated infrastructure partner
- Reduced vendor fragmentation
- Centralized oversight
- Inventory visibility
- Structured program management

This reduces internal coordination complexity across your organization.

05 Program Models



On-Demand Production

- PO-based execution
- Direct shipment to client or DC
- Ideal for campaign-based programs

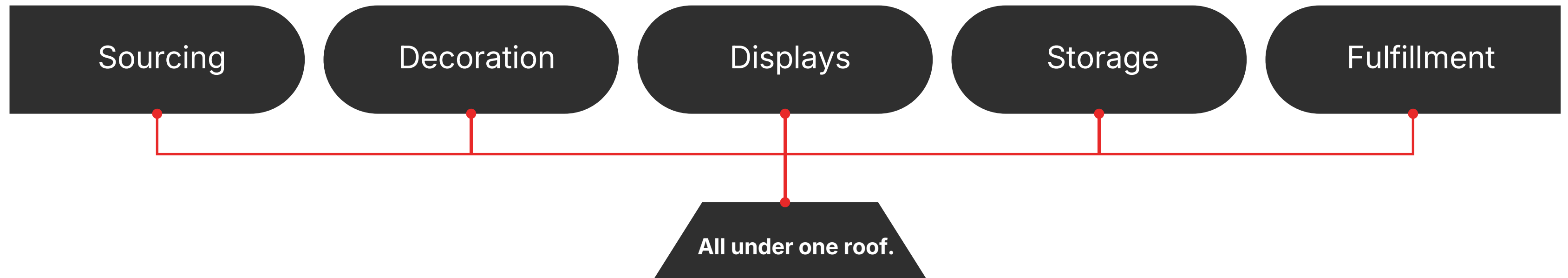
Best suited for:

- National apparel programs
- Recognition programs
- Retail display rollouts
- Event kits

Inventory-Backed Program Model

- Identify repeat SKUs
- Bulk production for cost efficiency
- Warehouse staging
- Rapid replenishment
- Forecast-aligned pricing

BOTTOM LINE



Built for enterprise scale. Structured for margin protection. Designed for speed. Executed with retail-grade quality.

VLD becomes the infrastructure behind your growth — driving speed, control, and scalable execution.