



***International Commerce  
& Marketing Corporation***



**Your One-Stop  
Shopping Resource**

Through our catalogs and easy-to-use Websites, we market and distribute thousands of institutional, commercial, consumer and government products. We take special pride both in our high-quality products – many of which we manufacture ourselves – and our longstanding reputation as a low-price leader.



# ICM Corporation

## What is International Commerce & Marketing Corporation?

Better known as ICM Corp., our company is a steadily growing catalog/Internet marketing and manufacturing company. We have been in business more than two decades, so our track record is well known. We're based in the Midwest, in Milwaukee, WI with affiliate offices in Las Vegas, NV, and Chicago, IL.

## What's the foundation of our steady growth?

We can point to four key reasons why we consistently please our customers:

- We offer a wide range of well-designed products
- Affordable prices
- Speedy delivery
- Exceptional customer service

## A summary of our company's history

We've been around since 1987 – during the Ronald Reagan years. Initially, we were just a two-man shop. (Today, we have eight companies and more than 150 employees.) In 1988, we began producing mail-order catalogs using the name Delivery Concepts International (DCI). A few years later, Postal Products Unlimited – a DCI subsidiary – started a mail-related equipment, supply and promotional products catalog designed for the U.S. Postal Service. We've shown steady growth ever since and now have a number of companies under the ICM umbrella.

## Does manufacturing play a major role?

Yes, it certainly does. In the early 1990s, DCI launched its own full-serve manufacturing division. It was created to fulfill hard-to-find customer orders and to ensure lower customer costs. Today, our manufacturing division produces more than 1,000 proprietary products. They include residential/commercial mailboxes, mail-sorting equipment, pre-inked stamps, visual communication boards, and mail strapping. We also offer a full service, in-house Sign Shop and an Acrylic Fabricating Department.

## We're Focused on Our Mission

- F** for **Flexibility**  
**O** for **On-Time Delivery**  
**C** for **Customer Service**  
**U** for **Unity** (we're all pulling together)  
**S** for **Customer Satisfaction** (we accept nothing less)



## We're never satisfied with the status quo.

*This is a DYNAMIC COMPANY that takes pride in tapping into new technology and constantly learning from customers and suppliers. We're always looking for ways to improve. In our two decades, we've achieved a hard-won reputation and we're dedicated to preserving it.*

International Commerce & Marketing Corporation is committed to serving our customers with distinction. We achieve customer satisfaction through innovative manufacturing and marketing of quality, affordably priced products, using full-color catalogs and the Internet. We've dedicated ourselves to building trusting relationships with customers, manufacturers and dealers, as well as our employees. We take pride in our longstanding reputation as a caring, motivated company.

## ICM Time Line

**1987**

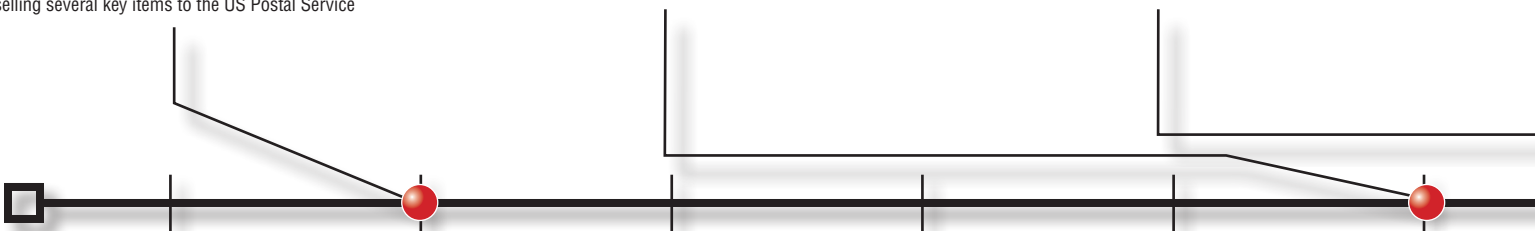
- DCI (Delivery Concepts International) is founded as a sole proprietorship in Milwaukee selling several key items to the US Postal Service

**1991**

- Postal Products Unlimited Inc. launches with a series of postal-related catalog

**1995**

- Direct Advantage division starts as an institutional furniture and equipment catalog





# Diversification

Our company began its diversification in the mid-1990s. Since then, we have expanded from a pick/pack operation to a sales and marketing distribution and manufacturing facility selling services and goods online and through mail-order catalogs in a variety of markets.

**POSTAL PRODUCTS  
UNLIMITED, INC.™**

**Canam**



**BrownCor**

**Direct Advantage**

**United  
Visual  
Products, Inc.**



**Anytime Logistics, INC.**

## Postal Products Unlimited

For nearly 20 years, Postal Products Unlimited, Inc. has supplied the United States Postal Service with postal-unique equipment and post office supplies, promotional products, hard-to-find items, and much more. PPU also offers approved Postal Employee Uniform and Work Clothes items from USPS certified manufacturers. The majority of postal uniform products are made in the USA, with a strong emphasis on union-manufactured items. In addition, PPU manufactures and distributes a full-line of USPS approved and private sector mailboxes for both residential and commercial customers. Finally, we offer a private sector mail center catalog that contains equipment and supplies that help Mail Distribution Centers sort, transport, and deliver mail, parcels, and packages.

## Canam Marketing

Canam Marketing provides high quality and cost effective engineered products for Postal LLVs, FFVs, and Windstars. These enhanced products, most of which boast a LIFETIME WARRANTY, save labor and reduce costs by minimizing replacements and failure rates.

## Alpha Products

Alpha Products, Inc. is a precision metal stamping and fabrication company which utilizes progressive tools in deep draw, blanking, and forming procedures, as well as modern fabrication machinery. With over fifty years of metal stamping experience, Alpha Products has an excellent reputation in the stamping industry for its personalized attention to all of its customers. Alpha Products plays a vital role in manufacturing Standard 4C Mailboxes.

## BrownCor

BrownCor is a leading distributor of packaging, storage and shipping supplies. We distribute quality products through our nationwide mail-order catalogs and website from our 200,000 square foot distribution. We offer a variety of Box Sealing Tape and Dispensers from the economical to tape that will handle the toughest, most demanding packaging applications. Choose from thousands of Corrugated Boxes and Mailers that can ship, store, or package practically any item. Wrap and protect your package contents from the most fragile pieces to the heaviest items with our large selection of Bubble Wrap and Protective Cushioning.

## Direct Advantage

Direct Advantage is committed to providing teachers and educators with a large selection of school furniture and school supplies at affordable prices. Featuring not only school supplies, teacher supplies, and classroom resources, our catalog and website also include office furniture, computer furniture, computer desks, office chairs, office desks, receptionist furniture, office equipment and even church furniture and supplies like banners. Check out quality products from reputable vendors such as Copernicus, Virco, Sandusky Lee, High Point Furniture Industries and more.

## United Visual Products, Inc.

United Visual Products is a major manufacturer of visual communication boards and signs for churches, schools, businesses, institutions and more. UVP offers the most comprehensive inventory of bulletin boards, letterboards, dry erase boards, easels, sign pedestals, open/closed signs and more. UVP also offers a comprehensive line of crowd control products to help organize your lobbies and waiting areas.

## Anytime Logistics

Anytime Logistics offers a full line of shipping services that are only a phone call away. Our quality customer service will find a solution to your logistical needs at an economical price. Anytime Logistics specializes in international shipments, expanded LTL shipments, flatbeds, cargo vans, shipments via FedEx, DHL, UPS and USPS, pre-sorted USPS mailings and more.

### 1996

- United Visual Products forms to produce and market visual boards and signs for use at churches, schools, institutions and businesses

### 1997

- DCI becomes ICM Corporation (International Commerce & Marketing Corp.)
- Postal Products wins a National Ordering Agreement (NOA) with the U.S. Postal Service
- ICM moves to the present plant with 266,000 sq. ft. of distribution space and 25,000 sq. ft. of office space on Milwaukee's South Side
- Postal Products is awarded a Direct Vendor Delivery Contract for the U.S. Postal Service Topeka Material Distribution Center



# Distribution



## A Football-Field-Size Distribution Center For Shipping, Distributing & Receiving

Our warehouse is huge – about 200,000 square feet of space, with six loading docks. The space is used for storage, and for receiving and distributing many thousands of products. Some we manufacture, others come from hundreds of quality suppliers throughout the world. Thousands of products enter and exit ICM each month. A staff of 25 people keeps track of their entry and departure, ensuring accurate, on-time delivery.



## Mail Center

Our in-house Mail Center distributes many thousands of catalogs to our customers. The center also plays a key role in getting our products to customers as swiftly as possible.

### 1997, 1998 and 1999

- ICM earns the "Future 50 Award" from the Milwaukee Council of Small Business Executives honoring the company's "outstanding contributions to metropolitan Milwaukee through growing sales and employment."

### 2001-2002

- Postal Products helps against the Anthrax attacks by supplying 7500 HEPA vacuums to Postal facilities nationwide

### 1998

- Direct Advantage converts to specifically market the school industry
- Canam is awarded a National Ordering Agreement with the U.S. Postal Service

### 1999

- Postal Products becomes a National Industries for the Blind/ National Industries for the Severely Handicapped (NIB/NISH) Ability One Program Distributor

### 2001

- USPS approves Postal Products to supply products on the eBuy (intranet) supply-chain management program
- Postal Products wins contract to manage the fulfillment of the USPS Pro Cycling Team Merchandise Program

### 2002

- Direct Advantage expands product line and triples the size of their catalog to include school supplies
- United Visual Products introduces a Crowd Control product line featuring tape

### 2003

- Postal Products receives a U.S. Postal Service License Agreement for Officially Licensed Promotional Products for Postal Facilities

### 2004

- USPS chooses Postal Products as the approved source for Postal-Unique Supplies and Equipment
- Postal Products receives Uniform Vendor License from the USPS

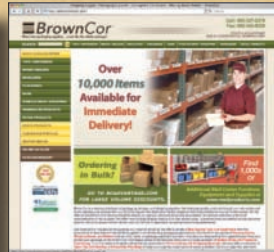
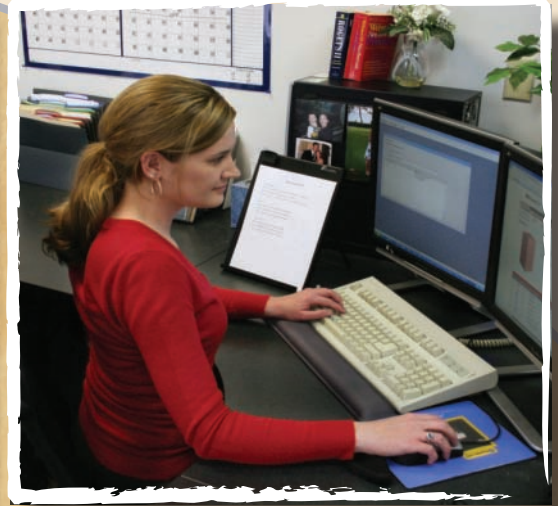




# Sales & Marketing

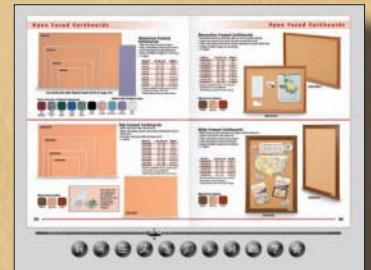
## Outside Sales Support

ICM's national sales team provides the convenience of online order-entering as well as -- when it would be helpful -- person-to-person communication. Our sales volumes keep climbing and a major reason is our commitment to building strong business relationships. Repeat business is an ICM cornerstone.



## Quick and Easy, Via the Internet

ICM stays up to date on technology in the enlarging field of e-commerce. All of our Web pages are designed and hosted in-house. Our ever-widening list of online customers shop Web pages that are easy to use, fast and secure. New items are added weekly. To access all ICM Websites, use [www.catalog-sales.com](http://www.catalog-sales.com). Also check out our e-catalogs. Using new technology we now can post our entire catalog online. Scroll through just like a regular catalog. Write notes and mark pages. All our websites feature improved product search using Google™ search technology, Quick Links for easy access to the most popular product groups, upgraded graphical images for better customer interaction and improved expandable navigation.



Check out our E-Catalogs

### 2005

- ICM achieves ISO-9001:2000 Certification
- ICM adds a laser X-Stamp Machine to enhance stamp manufacturing process
- Postal Products receives USPS approval for 4-C Horizontal Mailboxes
  - Postal Products is a finalist for the USPS F-Spec CBU
- ICM acquires Canam Marketing offering approved VMF replacement parts and supplies for the USPS fleet of LLVs, FFVs, and other delivery vehicles
- ICM adds a West Coast Office in Las Vegas, NV for customer service and distribution

### 2006

- Postal Products wins a U.S. Postal Service Topeka MDC Automated Warehouse Replenishment Program Contract
- Postal Products receives a renewal of the U.S. Postal Service License Agreement for Officially Licensed Promotional Products for Postal Facilities

### 2007

- Postal Products receives a U.S. Postal Service License Agreement for Officially Licensed Promotional Products for Commercial Use
  - ICM purchases state of the art, four-arm Roto-Mold machine to manufacture 1046P carts, 1812 Mailboxes, 1092 Mailboxes, Mailbox Posts, Vacuum Finger Wands and more
  - United Visual purchases a Double Mitre Saw and an Automated Panel Saw to shorten cutting time and increase productivity

### 2008

- Postal Products receives U.S. Postal Service PSIN D1224 Mail Cart Contract
- Anytime Logistics forms to provide our customers with shipping alternatives
- ICM acquires BrownCor, a leading distributor of packaging and shipping supplies, and doubles its product line
- Postal Products expands product line into retail with Removable Wall Art featuring USPS Stamp images in all USPS lobbies

### 2009

- Postal Products receives USPS approval to manufacture Cluster Box Units (CBUs)
- Canam wins solicitation to manufacture Stowage & Retrieval Systems for the USPS fleet of LLVs
  - Postal Products receives USPS approval to manufacture Standard 4C Mailboxes

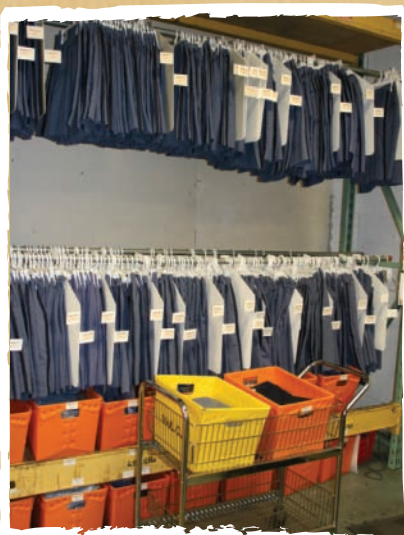


# Manufacturing



## Canam and Stowage and Retrieval Systems

In 2009, Postal Products Unlimited/Canam Marketing began manufacturing Stowage and Retrieval Systems for Postal Services' fleet of LLVs. The Stowage and Retrieval System maximizes the cargo space of an LLV in an ergonomic fashion organizing mail to reduce delivery time.



## Uniforms

Postal Products Unlimited, Inc. is an approved U.S. Postal Service Uniform Distributor (Uniform Vendor License Number 24832). Postal Products Unlimited, Inc. offers approved Postal Employee Uniform and Work Clothes items from USPS certified manufacturers. The majority of products are made in the USA, with a strong emphasis on union-manufactured items. To ensure quality of service and timeliness of delivery, Postal Products Unlimited, Inc. maintains \$3 million worth of stocked. Postal Products is also an approved vendor to carry dozens of high-quality USPS Officially Licensed Products including sportswear and postal casual wear.



# Manufacturing



## Mailbox Production

Our mailbox production team manufactures quality USPS approved mailboxes for both commercial and residential use. Together with Alpha Products, we manufacture Standard 4C Mailboxes and Cluster Box Units (CBUs) along with a locking curbside residential mailbox. We also manufacture our own private sector line of Guardian Mailboxes made from a thick polycarbonate blend to keep cost down while still providing the same quality of security. Our line of mailboxes is rounded out with a collection of Roto-Mold Residential Mailboxes including the 1812 Series and 1092 Series.



## Alpha Products

Alpha Products, Inc. is a precision metal stamping and fabrication company which utilizes progressive tools in deep draw, blanking, and forming procedures, as well as modern fabrication machinery. With over fifty years of metal stamping experience, Alpha Products has an excellent reputation in the stamping industry for its personalized attention to all of its customers. Alpha Products plays a vital role in manufacturing Standard 4C Mailboxes.

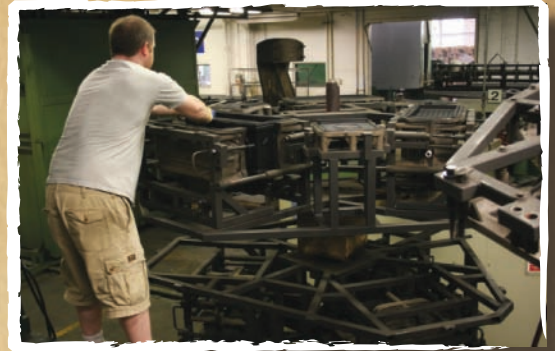


# Manufacturing



## Roto - Mold Machine

Our state of the art, four-arm Roto-mold machine manufactures our 1812 mailboxes, 1092 mailboxes and mailbox posts along with 1046P carts and more.

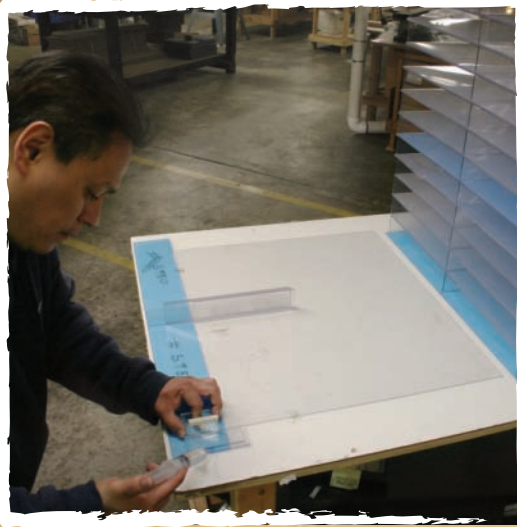


## UVP Production

For 10 years, United Visual Products has manufactured a core product line of Indoor Bulletin Boards, Outdoor Bulletin Boards, Letterboards, Read-erboards, Dry Erase Boards, Outdoor Signs, Church and School Signs, Fabricboards, Pedestal Signs, Display Cases, and more. The company broke into the industry by specializing in custom-size products with no minimums. We have expanded this core product line and introduced innovative new products to the visual communication industry such as our 3-In-1 Board (a Letterboard, Corkboard, and Dry Erase Board all in one!), versatile, injection molded Pedestal Sign, and Easy Tack Boards.



# Manufacturing



## Acrylic Fabrication

ICM specializes in custom forms holders. We fabricate our own line of acrylic products and provide quality vinyl graphics and custom logos.



## Pre-Inked Stamps

This department produces high-quality stock and custom pre-inked rubber stamps. Our new X-stamper laser machine gives us a state-of-the-art capability.



## Name Badges

Postal Products Unlimited manufactures quality name badges for a number of personnel. The plastic or metal name badges are laser engraved for clarity and feature a variety of backings.

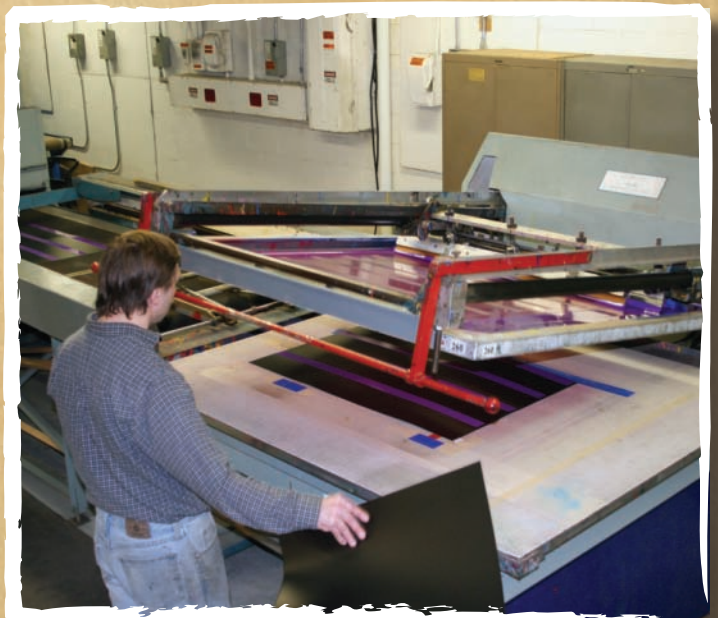
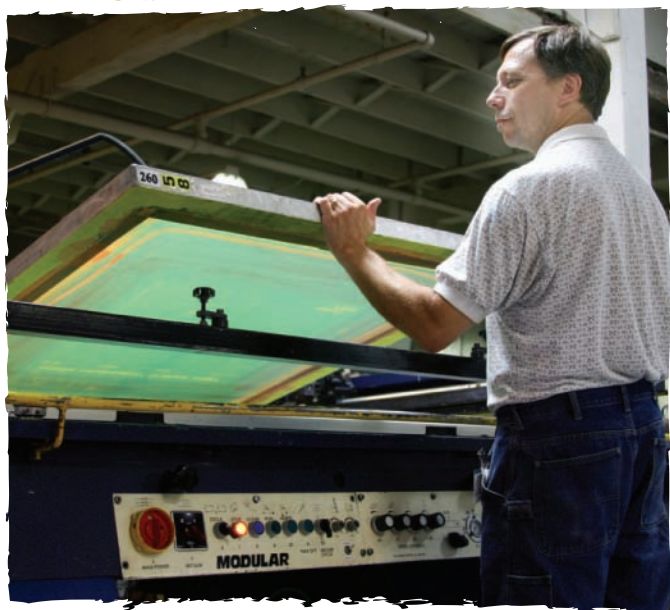


# Manufacturing



## Sign Shop

Our in-house sign shop has the capabilities of making any sign to meet any need. Our designers and lay-out specialists are dedicated to creating quality signs, labels, decals, parking lot/street signs, award plaques, certificates, banners and more. Many signs are constructed using durable acrylic or aluminum backing with easy to read vinyl lettering.



## Silk Screening

Our full-service Silk Screening Department offers both custom acrylic and plastic screen printing. Using a screen-printing press, ICM fills catalog, telephone and written orders for sign and header boards, acrylic literature holders, vinyl bags, promotional products and much more.



## Retail and More



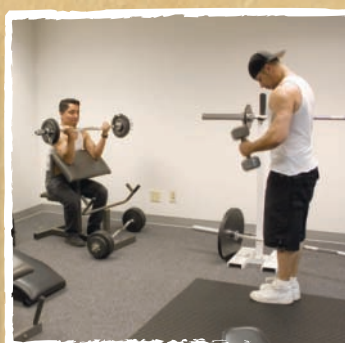
### Graphics and Photography Department

We pride ourselves in our deluxe catalogs and this department plays a major role in the process. It handles all design and layout responsibilities, and shoots product photos. The department, also known as Caffeinated Graphics, offers desktop publishing and photography services to clients.



### Product Showrooms

ICM showrooms display many top-selling items from a multitude of catalogs.



### Our Health Center

ICM employees can work on their conditioning right in our plant. Our Health and Recreation Center is a popular destination at lunch time and after work. It contains an array of exercise machines, including treadmills, stationary bicycles, cross-country ski and rowing machines, a leg-lift bench and weight-lifting equipment. We offer game opportunities, too – including pool, table tennis, darts, air hockey and foosball.



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**[www.catalog-sales.com](http://www.catalog-sales.com)**



International Commerce &  
Marketing Corporation

500 W. OKLAHOMA

# A Cross Section of ICM Catalogs...



## Postal Products

Your complete source for Post Office supplies and equipment.  
[www.postalproducts.com](http://www.postalproducts.com)



## Postal Uniform Catalog

Contains the largest selection of Union Made and Made in the USA uniform products.  
[www.mypostaluniforms.com](http://www.mypostaluniforms.com)



## Mail Center

Looking for mailroom equipment and supplies? You'll find them here.  
[www.mailproducts.com](http://www.mailproducts.com)



## GSA

Equipment that sorts, transports, and delivers mail, parcels, and packages in Mail Fulfillment and Distribution Centers.



## Mailboxes & More

Your top source for commercial and residential mailboxes and accessories.  
[www.mailproducts.com](http://www.mailproducts.com)



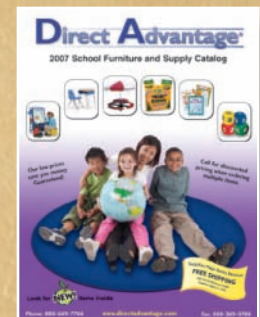
## Visual Communications

The best source for signboards, corkboards, letterboards, and more.  
[www.uvpinc.com](http://www.uvpinc.com)



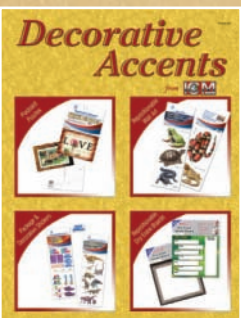
## Service Window

Everything a Window Clerk needs to perform their job.  
[www.postalproducts.com](http://www.postalproducts.com)



## School

Complete source for school furniture and supplies.  
[www.directadvantage.com](http://www.directadvantage.com)



## Decorative Accents

Retail product line featuring Postcard Puzzles.  
[www.postcardpuzzles.com](http://www.postcardpuzzles.com)



## Canam

Approved VMF replacement parts, supplies and uniforms for USPS fleet of delivery vehicles.  
[www.canammarketing.com](http://www.canammarketing.com)



## Pre-inked/Rubber Stamps

The best source for high quality pre-inked and rubber stamps.  
[www.asipromos.biz](http://www.asipromos.biz)



## BrownCor

Leading distributor of packaging, storage and shipping supplies.  
[www.browncor.com](http://www.browncor.com)