

# GORDON COMPANIES INC

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**FRANK TILLELI**  
GENERAL MANAGER, DROPSHIP DIVISION  
GORDON COMPANIES INC

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## GORDON COMPANIES INC... IN ONE SENTENCE

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Northlight Is Your **SINGLE** Destination  
**MANUFACTURER** For **EVERY DAY, SEASONAL**  
& **HOLIDAY DÉCOR** For Both **HOME &**  
**COMMERCIAL** Applications.



## NORTHLIGHT'S **MISSION** STATEMENT

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Our **MISSION**, As A Family Owned & Operated Company, Is To Deliver A **PROFESSIONAL & INDUSTRY LEADING** Service Level, While Also Making Our Customers Feel Like **FAMILY**.



# NORTHLIGHT'S CUSTOMER STRATEGY

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- Our **STRATEGY** Is Simple, Ever Since Our Inception In 1977, We Made It Our **GOAL** To Become Our Partner's **TRUSTED SOURCING ADVISOR** To Save Them The **TIME & ENERGY** Exhausted When Working With Too Many Suppliers
- Even Though We **MANUFACTURE, WAREHOUSE & DISTRIBUTE** More Than 5,000 Products Across 800 Different Product Categories, Our **FOCUS** Is Never On Product. Instead, We Pay More Attention To **HOW, WHEN & WHAT** Our Partners Source, & We Leverage This Knowledge To Curate **PERSONALIZED MERCHANDIZING STRATEGIES** For Each Of Our Partners As They Need It.





OUR PROOF IS IN THE PUDDING... I MEAN **PARTNERS**

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Now All Of This May Sound Great, But  
Without **QUALITY PRODUCTS** That Yield  
**STRONG PROFIT MARGINS**, We Wouldn't  
Have Partners As Old As Our Company, But  
**WE DO... & WE DO!**



# WHO'S CURRENTLY SELLING NORTHLIGHT PRODUCT

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# NOW LET'S TALK ABOUT OUR PRODUCTS, JUST A LITTLE BIT

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## CHRISTMAS DÉCOR

- Artificial Trees
- Tree Accessories
- Ornaments
- String & Rope Lights
- Decorations
- Wreaths & Garland

## OTHER HOLIDAYS

- 4th of July
- Easter Decorations
- Halloween Decorations
- Hanukkah Decorations
- St. Patrick's Day
- Thanksgiving Decorations
- Wedding & Anniversary

## SPRING & EVERYDAY

- Statuary
- Candle Holders & Candles
- Decorative Accents
- Wall Decor
- Decorative Storage
- Artificial Trees Plants & Floral
- Wall Decor
- Pillows Throws & Cushions
- Artificial Trees Plants & Floral
- Decorative Accents

## POOL & SPA

- Chemicals
- Cleaning
- Covers
- Equipment
- Pools
- Recreation
- Safety





# **[DON'T] WANT TO TAKE ON THE UNNECESSARY BURDENS OF OWNED INVENTORY?**

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**Partner With**



**DIRECT FULFILLMENT SERVICES**





## [WHY] TAKE ON THE UNNECESSARY BURDENS OF OWNED INVENTORY?

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- Wouldn't It Be Ideal To Offer Your Customers A Broad & Deep Selection Of Seasonal & Holiday Décor Without Running The Risk Of:
  - Too Much Cash Tied Up In Inventory
  - Overstock & Aging Product Taking Up Shelf Space
  - An Increase In Both Warehouse Footprint & OPEX Costs



# [WHY] TAKE ON THE UNNECESSARY BURDENS OF OWNED INVENTORY?

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- If Only There Was A Partner That Could Help Remove These Burdens While Also Helping You Maintain:
  - A Diverse Product Selection
  - Realtime Inventory Visibility
  - Industry Leading Service Levels
  - Order Updates, When & How You Want Them
  - Profit Rich Assortments



# WHAT NORTHLIGHT CAN OFFER [YOU]

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- Over **20,000** Unique SKUs Within The **SEASONAL & HOLIDAY HOME DÉCOR** Category For Both **INDOOR & OUTDOOR RESIDENTIAL & COMMERCIAL** Applications.
- All Products Are **STOCKED & SHIP** From Our **400,000 SQFT** Warehouse Located In **NEW YORK**.
- Our Warehouse Operation Offers **STATE OF THE ART** Equipment & Systems, Allowing Us To Offer A **24 TO 48** Hour **SHIP WINDOW** From The Time An Order Is Received To When The Order Is Shipped From Our Facility.
- We Have The Ability To Push & Pull Orders, Order Updates & Inventory Via **ANY SYSTEM** i.e. API, EDI, FTP Or Through Commerce Hub & Custom 3rd Party Vendor Portals.
- On Top Of Our **DIVERSE ASSORTMENT & SERVICE LEVELS**, We Also Offer Industry **LEADING PROFIT MARGINS** Of 35% To 40% On Average.

