

SPR™

S.P. RICHARDS CO.



2026 Marketing Resources Guide

simplifying complexity



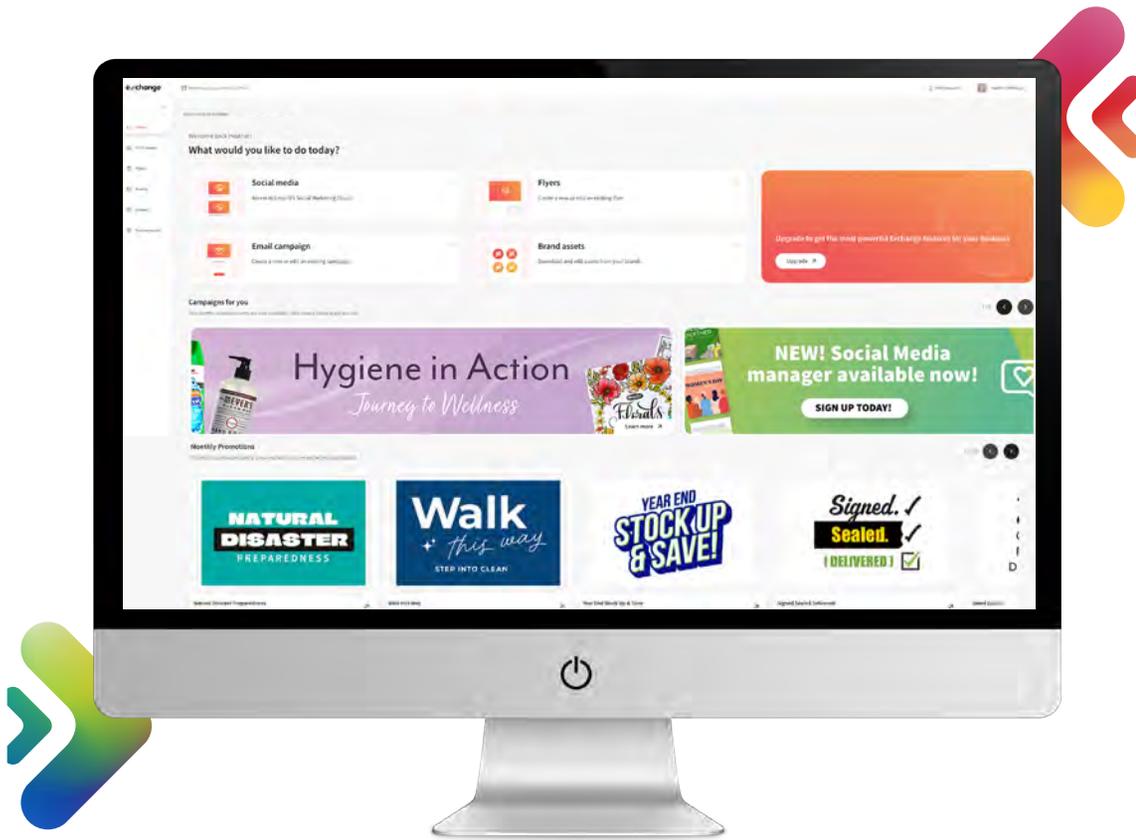
Welcome to the 2026 Marketing Resources Guide

This year's guide embraces **Simplifying Complexity**, empowering you to not just respond, but lead in your local markets. Because when you simplify complexity for your customers through clear, compelling, and capability-driven messaging, we all win.

Coming Up!

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Amplify your brand with modern marketing tools



The Exchange offers industry-leading tools to elevate your marketing with ease, including:

- **Digital marketing automation** for coordinated outreach
- **Flyer building tools** for promotions and category campaigns
- A robust **manufacturer marketing library** with ready-to-use content
- Customizable printed **catalog collections** that reinforce expertise

THE
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Visit SPRExchange.com to get started!

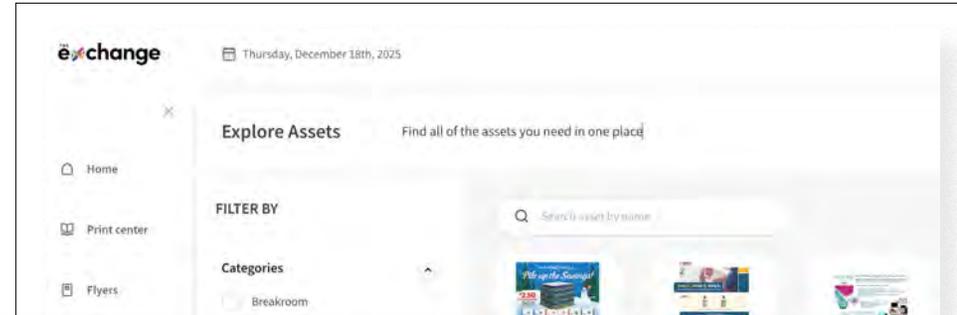
Steps to Marketing Success

Follow these steps to simplify complexity in your marketing throughout 2026!



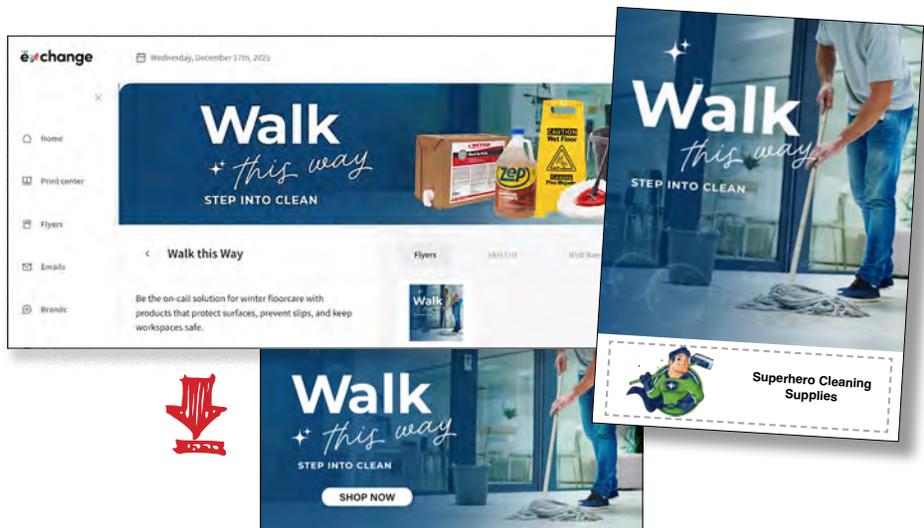
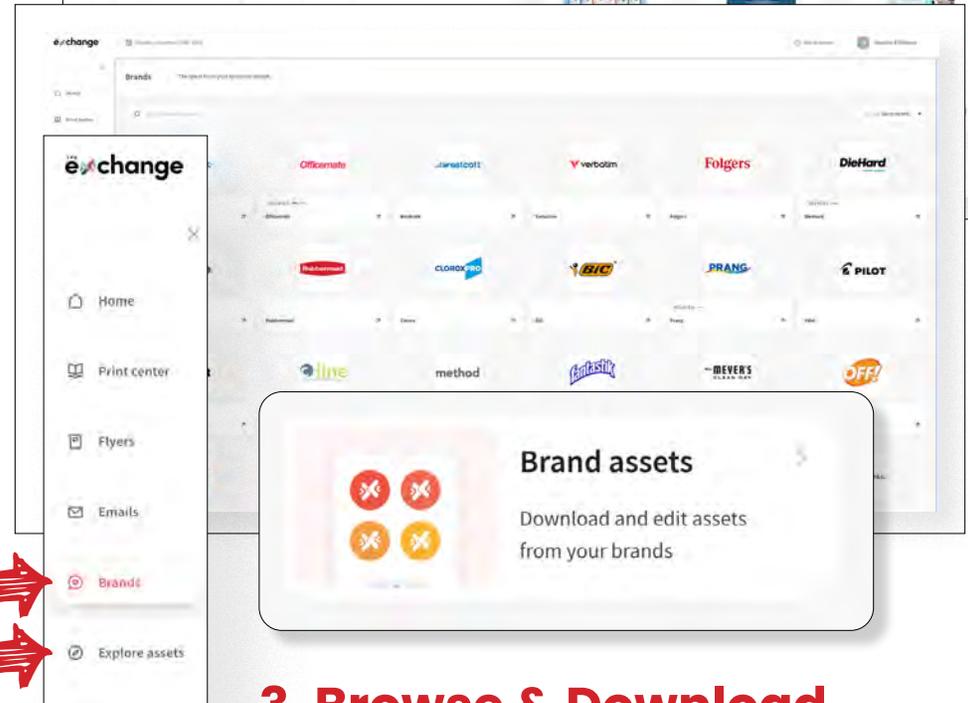
1. Start with the Marketing Calendar

Log into The Exchange (or see page 6) to view the 2026 Marketing Calendar—a complete guide to this year's campaigns.



2. Download Campaign Assets

When a campaign is ready, visit The Exchange to access and customize the content. Download web banners, add your branding, edit headlines, add pricing, and swap SKUs to fit your business.



3. Browse & Download

Supplement your marketing campaigns with the Brands and Explore sections on The Exchange, updated weekly with fresh flyers, web banners, and assets from SPR and top suppliers.

4. Leverage Email Marketing

Setup automated email campaigns in The Exchange from Welcome and Abandoned Cart emails to Product Journey Campaigns based on your customer's actions on your site.

5. Enhance Your Social Presence

Automate social media with pre-scheduled posts on The Exchange, aligned with the SPR Marketing Calendar and featuring exclusive content from top brands. Customize them to make them your own.

7. Catalog Ordering

Add your branding, select cover designs, and request customizations easily with the self-serve catalog ordering portal on The Exchange.

8. Stay Connected

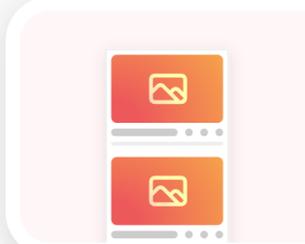


Stay in the loop by following us on social media, watching our content on SPR Studio, and catching our SPR Marketing emails—we've got you covered!



Email campaign >

Create a new or edit an existing campaign



Social media >

Access to Emplifi's Social Marketing Cloud



Print center



2026 Marketing Calendar

Omnichannel Campaigns

Discover how our comprehensive omnichannel campaigns harness the full power of SPR Marketing to craft immersive, year-round, content-driven experiences. Dive into the worlds of sustainability, education, dated goods and cold & flu season as these campaigns ensure continuous engagement with your customers throughout the year.



Green Together

Uniting for a Sustainable Future
Focus: Sustainable earth friendly products

Available: March 1, 2026



Minds in Motion

Learning Beyond Limits
Focus: Education & back to school

Available: May 1, 2026



Dated Goods

Plan for Productivity
Focus: Planners & Dated Goods

Available: July 1, 2026



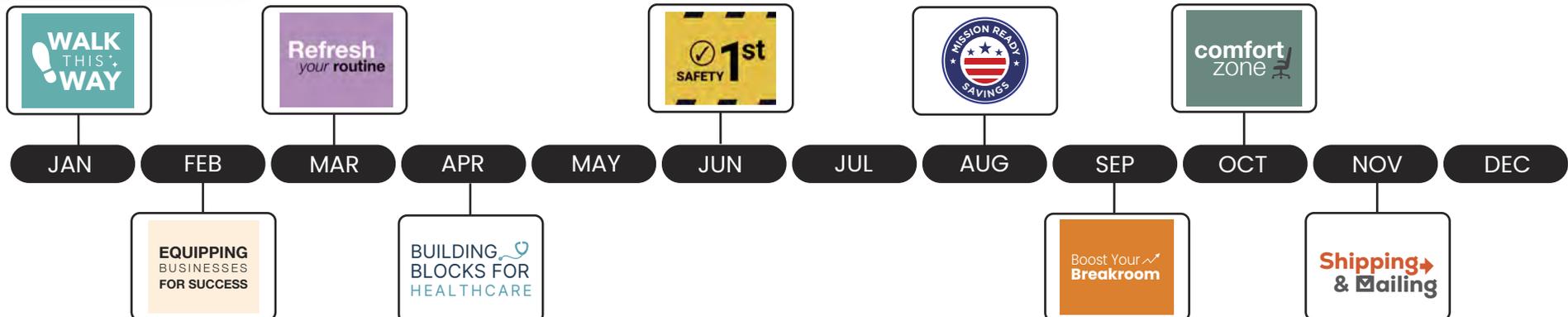
Hygiene in Action

Journey to Wellness
Focus: Clean & healthy workspaces

Available: October 1, 2026

Monthly Marketing Touchpoints

Our monthly touchpoints are designed to ensure customers gain regular access to new and updated customizable marketing flyers, handpicked sku collections, and a treasure trove of digital marketing assets. These resources are key to unlocking marketing success month after month!



Omnichannel Campaigns



Green Together

Available : March 2026

Grow your sales with sustainable solutions. Eco-friendly supplies, cleaners, and equipment give you an easy way to win green-minded customers.



Minds in Motion

Available : May 2026

This education collection spans multiple buying cycles including facility & maintenance essentials, classroom furniture, and back-to-school supplies.



Dated Goods

Available : July 2026

Mark your calendars! It's time to help customers plan and stay organized with 2027 calendars, planners, and dated goods exclusively from At-A-Glance.



Hygiene in Action

Available : October 2026

Sanitizers, disinfectants, and wellness essentials help you meet rising cold and flu season demand while promoting safe, clean workspaces.

Monthly Touchpoints



January

Be the on-call solution for winter floorcare with products that protect surfaces, prevent slips, and keep workplaces safe.



February

Promote core business essentials for binding, filing, writing, and more to keep any business organized and productive.



March

Capitalize on seasonal demand by helping customers refresh, reset, and create healthier, more efficient workspaces.



April

Expand into healthcare! This campaign targets non-acute facilities needing everyday products you already sell without purchase restrictions.



June

June is Facility Safety Month - the ideal time to highlight PPE, hazard control, and maintenance solutions that keep customers safe and compliant.



August

Expand into the government sector with compliant, cost-effective solutions that meet procurement needs across government facilities.



September

Restock any breakroom with fresh supplies, upgraded appliances, and a full assortment of coffee, snacks, and other breakroom essentials.



October

Enter the ergonomic market by offering desk and furniture solutions for good posture, comfort, and full-body support for overall workplace well-being.



November

Deliver solutions to improve shipping and mailing efficiency with offerings spanning packaging, labeling, adhesives, organization, and more.

SPR Private Label Brands



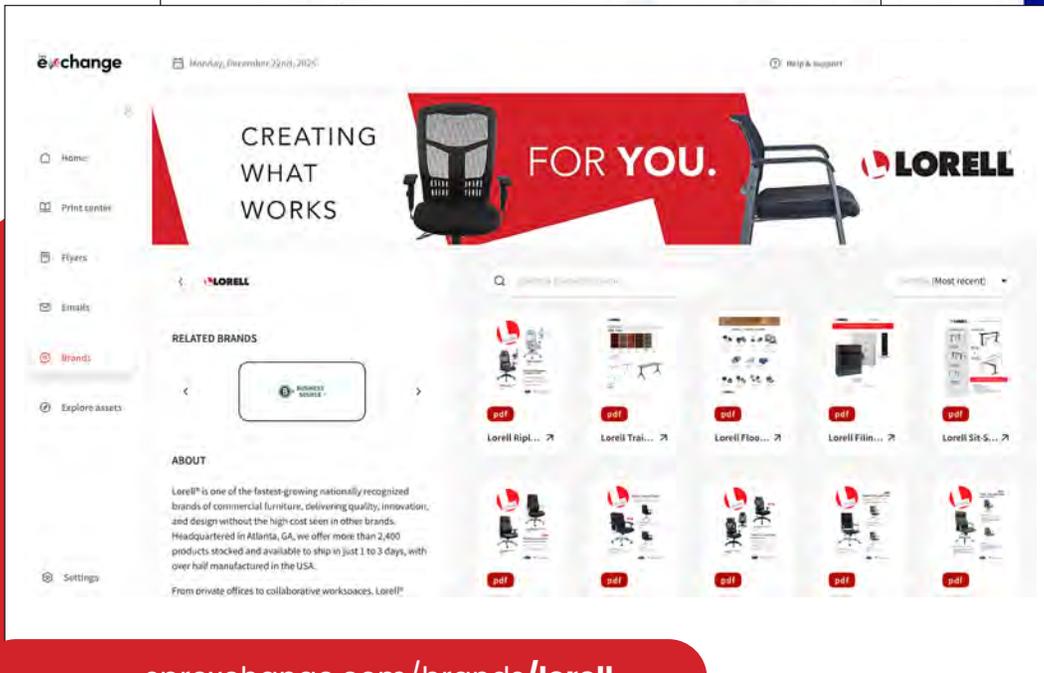
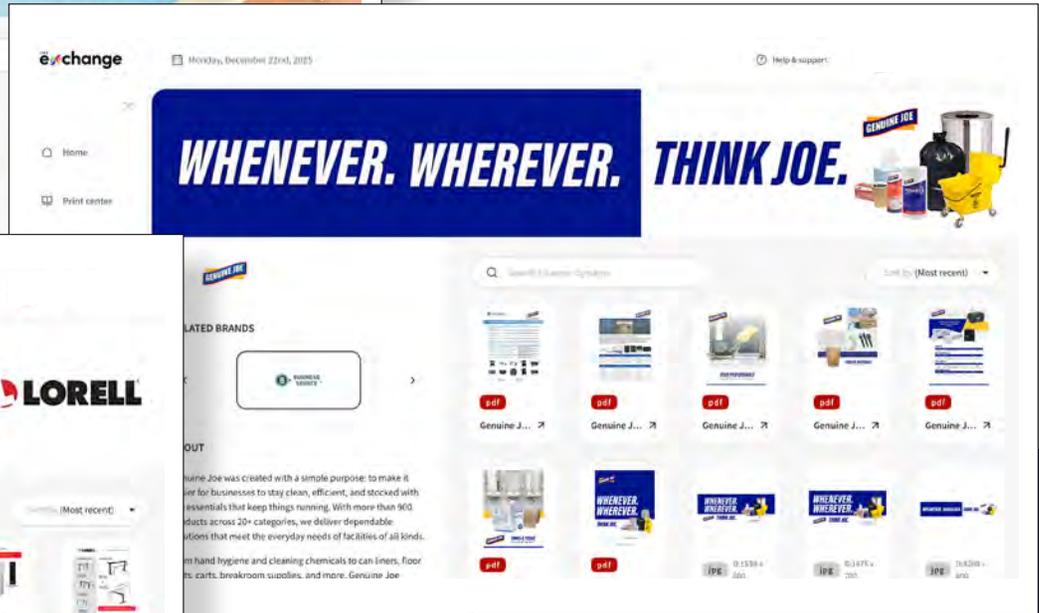
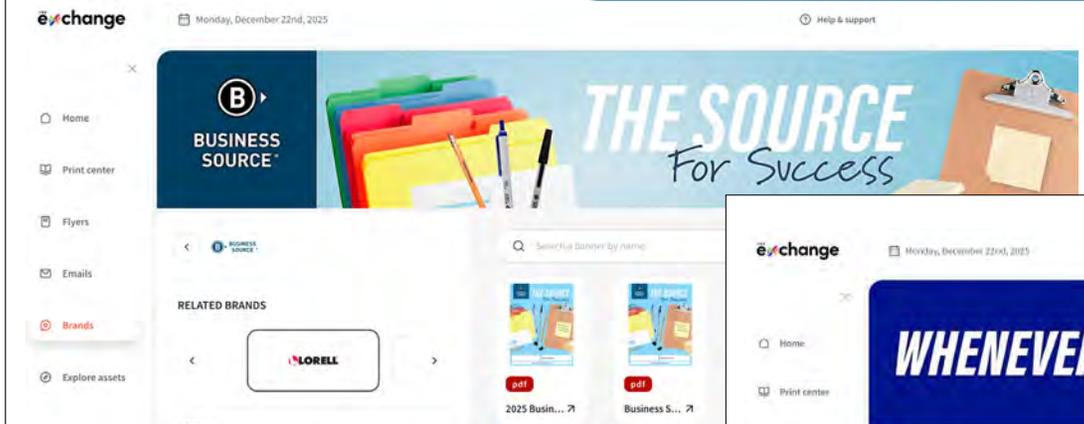
Commercial furniture and accessories with exceptional customization & design solutions.



Essential office products at an unbeatable value.



Quality and value in 900+ cleaning, breakroom, and facility essentials.



Leverage our full collection of marketing materials for our Premium Proprietary Brands.

Access sell sheets, web banners, promotions and more!

Navigate to the Brand Assets page on The Exchange to get started.

Stay Connected

Use these resources to stay up to date with the latest marketing trends!

Email Communications

Product Highlights: Weekly marketing updates from our supplier partners

SPR Studio Newsletter: Bi-Weekly newsletter with the latest industry news & views

The Exchange Insider: Monthly marketing email announcing new campaigns and features in The Exchange

Social Media

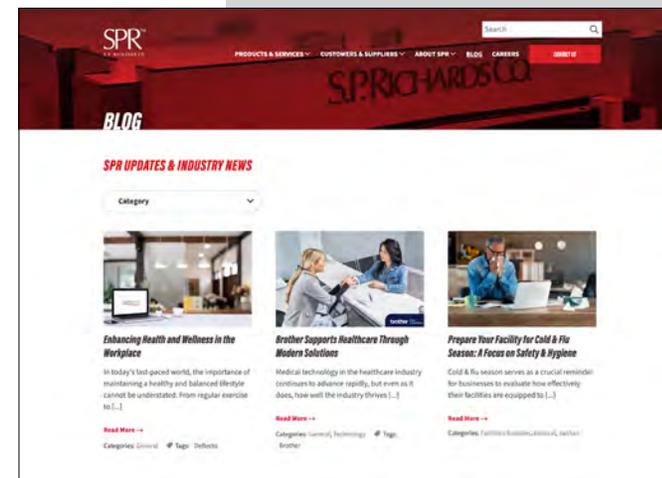
-  LinkedIn: @SPRichardsCo
-  X: @SPRichardsCo
-  Facebook: @SPRichardsCo
-  Instagram: @SPRichardsCo
-  YouTube: @SPR_Studio



Scan the QR code to quickly access all of our online resources!

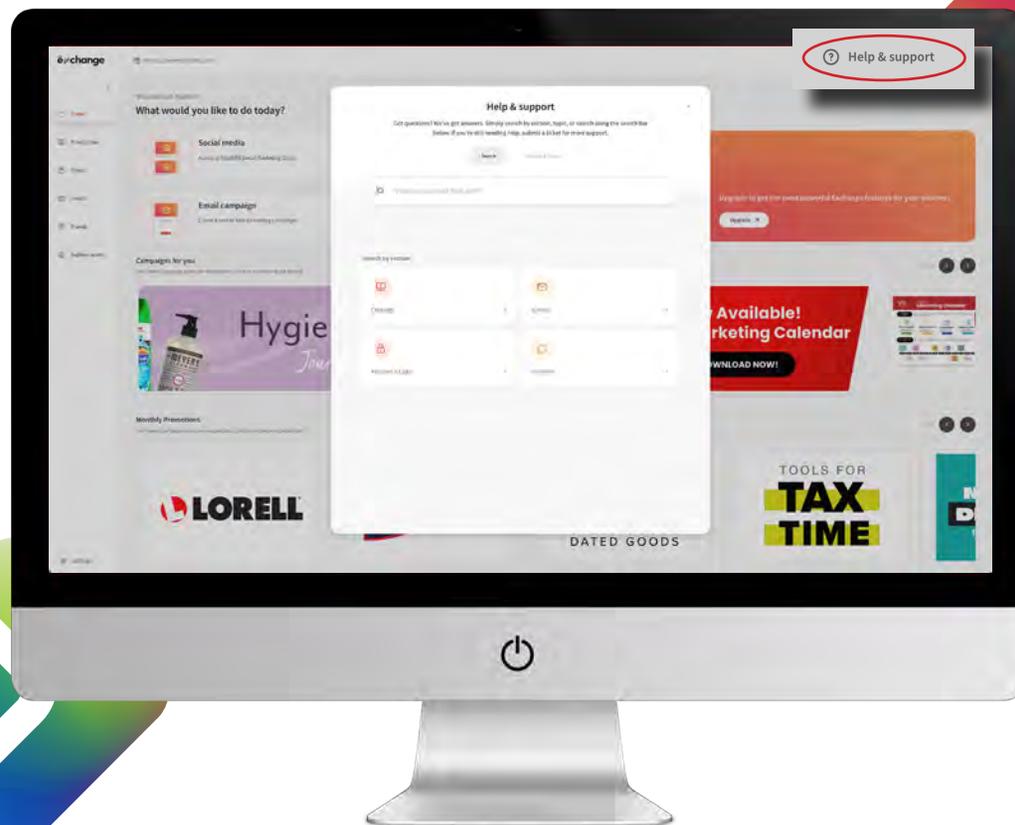


Blog



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Visit the Help & Support screen from the homepage of **SPRExchange.com**