



Corporate Promotional Packet  
Information Guide

2013

All Florida Paper is a leading privately held distributor in the United States, which supplies over 6,000 products to more than 35 industries, and throughout 25 countries in eight key market sectors, which include education, healthcare, foodservice, lodging, supermarkets, janitorial/sanitation, exporting, and redistribution. Aside from cost-efficient pricing, our customers expect and demand knowledge, as well as courteous and proactive customer service, which is why when you do business with All Florida Paper, It's All About You.

**It's all about you**™

# Our Corporate Office

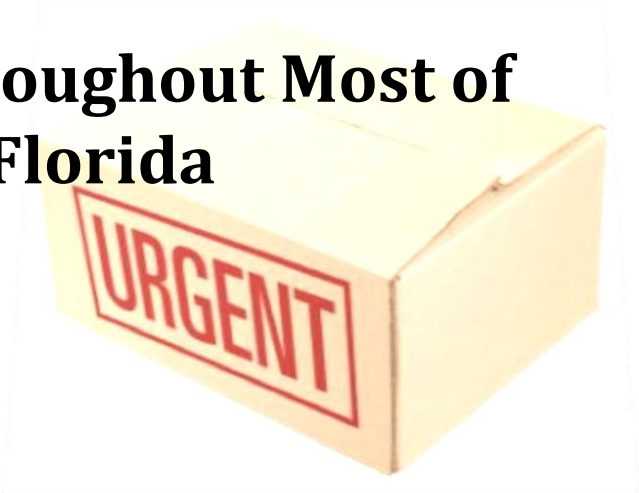


# Strength in Logistics



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**Next Day Delivery throughout Most of  
the State of Florida**



# Company Overview

All Florida Paper (AFP) was founded in 1993 by Armando Caceres, and is now one of the leading privately held distributors in the United States.

AFP supplies over 6,000 products in eight key market sectors to businesses in more than 35 industries in 25 countries. Our market sectors include: education, healthcare, foodservice, lodging, supermarkets, janitorial/sanitation, exporting, and redistribution.

Our state-of-the-art, 130,000 square foot distribution center features the latest inventory tracking, storage, and logistical monitoring technologies along with a fleet diverse enough to accommodate even the most demanding delivery requirements.

With extensive ground transport and exporting resources, our logistics strategies are unmatched as we guarantee the most reliable service throughout the America's and the Caribbean.

Aside from cost-efficient pricing, our customers expect and demand knowledge, as well as courteous and proactive customer service, which is why when you do business with All Florida Paper,

**It's all about you**™

# Our Mission

At All Florida Paper, our mission is to be recognized by our customers as the finest Paper and Janitorial/Sanitation distributor in the State of Florida, to be respected by our peers, to be esteemed by our vendors and to be admired by our community.

All Florida Paper is a company born on hard work, tenacity and extreme dedication. We have been established since 1993 and have become one of the largest distributors in the Southeastern United States.

We believe in investing our resources in new technology to perform at the highest levels of efficiency. However, we have chosen to make it our highest priority to be a people-oriented company.

We will always consider our employees the cornerstone for our success. We realize that only by bringing out their best performance on a daily basis, we can serve our customers with the utmost professionalism and dedication that they deserve.

We are committed to our customers, for we believe that they are the reason of our existence. We worry about all their endeavors, and we will always try to be part of their success.

We take great pride in our accomplishments, and we will never relinquish our relentless pursuit of excellence.

# Who is All Florida Paper?

- All Florida Paper (AFP) is a privately held company established in 1993 that has become one of the largest full line paper distributors in the Southeastern United States.
- Original efforts were concentrated in the grocery sector, expanding over time in the janitorial, sanitation, foodservice and hospitality segments.
- AFP is currently focused on becoming a major provider to the healthcare industry.
- A clear understanding of the needs of our customers and a strong consultative sales program has enabled us to add value to all our customers.
- Decisive leadership, clean vision for the future and exceptional people, makes us a dynamic and vibrant organization second to none.

# What You Can Expect

- **YOU** will work with one of our Direct Sales Representatives (DSR's), who will meet with you at your place of business, and learn about your needs, in order to provide solutions that improve your bottom line.
- **You** will be asked about your goals and objectives, and the vision for your company by a DSR, allowing us to provide solutions, processes and products that will enhance your business.
- **YOU** will receive the most cost effective pricing while maintaining the best value for all your products by allowing a DSR to conduct a site survey in order to assess the products and processes that your business is currently using. The DSR will then be able to offer you the best comprehensive program.
- **YOU** will become part of the All Florida Paper team, who will be working endlessly on ways to improve your bottom line.
- **YOU** are promised from the first day you meet a DSR, that when working with All Florida Paper,

**It's all about you**™

# Our Supply Chain Efficiency

- All Florida Paper has been a leader in supply chain management for nearly 20 years, and when you boil it down, we do one thing better than anyone in our industry, and that is providing the most latest innovative processes and procurement solutions that drive efficiencies in today's leading businesses.
- Pressed for time and stressed for resources, we understand that what you do isn't easy, and you deserve more.
- Representing over 150 of our industry's leading suppliers and stocking over 6,000 products, All Florida Paper will ensure that your business is never out of crucial items, while keeping only minimal amounts of inventory on premise.
- With 16 trucks on the road every day equipped with Roadnet Technology, your deliveries will always arrive when you need them with a 99% fill rate.
- Let us manage your inventory and warehousing needs, so you can focus on your daily operations, which is why at All Florida Paper,

**It's all about you**™

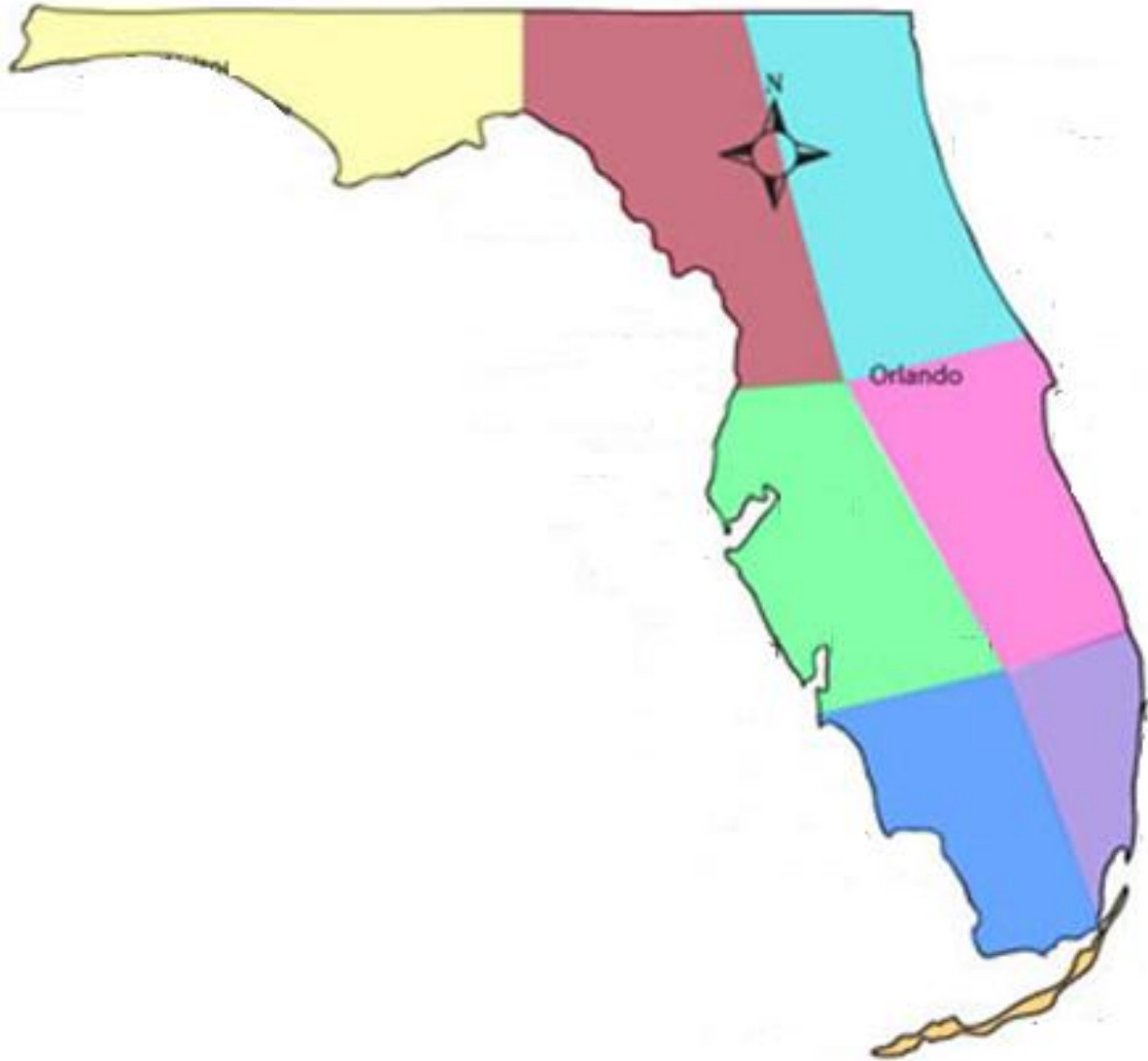




# Market Segments

- Supermarkets & Grocery
- Lodging / Hotel Industry
- Cruise Industry
- Foodservice / Restaurants
- Healthcare Facilities
- Processing & Manufacturing
- Janitorial – Chemical, Warewash, Laundry
- Office Buildings / Maintenance
- State / County / City Bids
- International / Export Distributors

# Our Territory



Domestic Division:

From Central Florida to Key West

Export Division:

Central America and the Caribbean

# Some of Our Customers



# Benefits of Working with Us

1. Above industry standard fill rate of 99.2% that assures products on an “as needed basis.”
2. On time deliveries that meet our customers warehousing timetables with the product ready to sell.
3. Entrepreneurial spirited DSR’s with extensive market savvy, solutions, and products designed to meet the desired needs of our customers, and their industries.
4. Private Brand AFP products with expected quality and pricing to add market share and business with confidence in performance.
5. “Green Certified” products at a competitive price and fit for sustainable programs requiring environmentally safe usage.



# Our Core Principles

1. Integrity
2. Customer Relations
3. Humility
4. Respect
5. Knowledge
6. Value
7. Environmental Respect
8. Change
9. Principled Entrepreneurship
10. Fulfillment

**PASSION EQUALS.... “SUCCESS”**

# Primary Suppliers

- ACS Industries
- AFFLINK
- Anchor Packaging
- All American Container
- Bagcraft Papercon
- Bedford Industries
- Bunn-O-Matic
- The Clorox Company
- Cryovac / Sealed Air Corporation
- Darnel Incorporated
- DEB SBS, Inc.
- DURO Bag
- Elkay Plastics
- Flamingo Products of South Florida
- GENPAK
- GOJO Industries
- Handi-Foil of America
- Hospital Specialty Company
- Impact Products
- INNO-PAK
- JANICO Products
- LAPACO Paper Products
- Menasha Packaging
- National Checking
- On Queue, LLC. (DD & K)
- PLACON Corporation
- Proctor & Gamble
- Proteam Vacuum Company
- Riverside Paper Company
- Rubbermaid Product
- TC Products
- SANFAC Virginia, Inc.
- Spartan Chemicals
- Stronghaven Container
- Safety Zone
- UNISTAR
- Viper Machine Company
- Winterfield
- ADVANCE
- Alliance Rubber Company
- Anderson Company
- Atlas Papercon
- Baywest Paper / Wausau Paper
- Barry Plastics / Flimco
- Carlisle Foodservice Products
- Conair Corporation
- D&W Fine Pack
- Dart Corporation
- Diversified Hospitality
- EC Pack
- EPSEN Hillmer Graphics, Inc.
- Fortune Plastics
- Georgia Pacific
- Gordon Paper Company
- Handy Wacks Corporation
- IC Industries, Inc.
- Inter Line Plastics
- International Paper
- Keystone Adjustable Cap
- Massey's Productions
- Mercury Plastics
- New Brunswick International
- PACTIV Corporation
- PLASTIFAR, S.A.
- Reynolds Food Packaging
- Rock Ten Company
- Royal Paper Products
- SANECK International
- Sommers, Inc.
- Specialty Printing
- STARCO Label Products
- STERNO Group
- UNIVAR
- White Rabbit (Pallet Load Only)
- YOSHI



# Memberships & Affiliations



## M/WBE Certified





# The AFFLINK Connection

- Who is AFFLINK?
  - AFFLINK is a preeminent provider of business solutions, delivering quantifiable results, so that connectivity with AFFLINK distributors can deliver essential long-term solutions for success.
  - AFFLINK Values:
    - Innovation, Accountability, Sincerity, Commitment and Fun
  - AFFLINK
    - A member distributor driven sales and marketing organization in janitorial, packaging, food service, safety, MRO, and office supplies together with world-class distributors to deliver integrated supply solutions to thousands of customers throughout North America.

