



Contact Safeguard today!
800-338-0636, ext. 443006 or
franchise@gosafeguard.com

SAFEGUARD OVERVIEW

DISTRIBUTOR TESTIMONIALS

TRAINING AND SUPPORT

OUR CUSTOMERS

REQUEST FOR INFORMATION

BUSINESS OPPORTUNITIES

As a Safeguard distributor, you have the best of both worlds. You can maintain your independence while enjoying the support and stability of an industry leader with 50+ years in the printing and promotional products industry.

Be part of our winning team!



What's important to Safeguard:

Relationships

We value the relationship we build with you.

Strength

Safeguard is a subsidiary of Deluxe Corporation, a \$1.4 billion company.

Results

We are committed to helping you achieve your desired results as a Safeguard distributor.

Click on the statement below that best describes you:

- I'm an existing business owner and I want to become a distributor.*
- I'm a successful sales professional looking for a unique business opportunity that offers me the freedom to own my own business.*
- I want to sell my print or promotional products business.*
- I'm a successful sales professional looking for a sales position.*



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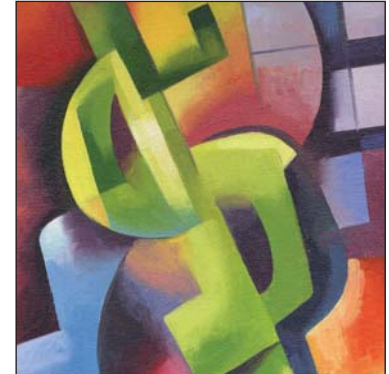
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Integrate your business into a Safeguard distributorship

- **Cash flow, billing and collections support**
Safeguard carries the accounts receivable and payable so you have predictable cash flow.
- **Preferred vendor network with attractive pricing**
We work strategically with hundreds of the best-known trade suppliers in the industry.
Our staff is experienced in printing and promotional products. We will assist in everything from sourcing and artwork development to generating purchase orders.
- **Integrated marketing programs**
Customer development programs maintain ongoing contact with customers on your behalf at economical prices.
- **Order management systems**
Integrated ordering and customer management functions increase efficiency for your business.



If you like stability and the chance to build long-term relationships with customers, then Safeguard is your answer!

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We're not a typical business...

- **Our initial fees are affordable to get you started in business**
Low cost to join us.
- **Business-to-business sales**
Our target is small- to medium-sized businesses looking for a solutions provider.
- **Access to a complete line of printing and promotional products/apparel**
The unlimited world of promo products and business printing is at your fingertips.
- **Freedom to run your own business with the stability of a proven infrastructure**
Back-office processing, order entry, customer service to help you focus on sales.
- **No inventory to warehouse**
Direct from our plants to customers, we keep you out of the inventory loop.
- **Customer retention**
Safeguard customers are loyal with brand recognition.
- **Comprehensive marketing support**
Centralized direct marketing that is co-branded with your name and Safeguard to keep customers aware of Safeguard's many solutions.
- **Initial hands-on training; ongoing training support**
Complete product and systems training for you and your staff when you need it the most – from online tutorials to intensive on-site training at Safeguard University.
- **Sales incentive programs**
Top performers in Safeguard are recognized at our annual national meetings and rewarded with exclusive trips to some of the world's top destinations.
- **Referral sources**
Proven methods to obtain referrals and generate new customers.
- **Potential existing customer bases**
In some areas, we have businesses for sale, providing you an existing customer base that already generates proven cash flow.





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Our network of Safeguard distributors can successfully acquire your business

- Leave your customers in good hands
- Be financially comfortable with your decision
- Our acquisition team has experience finding qualified buyers

We are looking for someone with:

- An existing business with solid customer relationships
- Product solutions similar to Safeguard's solutions
- Consistent sales and customer service history



Are you thinking about retirement but unsure about your next steps? Let us help you.

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Safeguard Overview

From checks, forms and filing systems to full-color printing, promotional products, business apparel and Web services, Safeguard's comprehensive line of business management solutions has evolved to support the changing needs of businesses across North America.

A History of Success

For over 50 years, Safeguard has provided its more than 500,000 small business customers with the right selection of products and services through 270+ independent distributors.

Complete Line of Business Products and Services

Safeguard responds to market trends by continually expanding its offerings. However, products produced in our plants make up our core competencies:

- Laser and continuous checks
- Business stationery
- Business forms
- Brochures
- Envelopes
- Design services
- Manual check-writing systems
- Web services



[Click here to view our latest digital catalog!](#)

Strategic Partners Complement Our Product Mix and Meet Growing Market Needs

If we don't produce something customers need, we depend on Safeguard's strategic partners to help us complete our comprehensive solutions. Standard programs developed with third-party manufacturers and preferred suppliers add value to everything Safeguard has to offer:

- Promotional products
- Filing systems
- Business apparel
- Tax forms

Executive Team



J.J. Sorrenti, president

J.J. joined Safeguard in January of '09. As president, he is responsible for leading the Safeguard executive team, defining business strategy, and driving business growth through the Safeguard distributor network. J.J.'s 20 years of franchising expertise complement Safeguard's network growth strategy.

His broad range of business experience includes his role as CEO of Hollywood Tans, the largest tanning salon chain in the United States, where he directed remote management, expansion of franchise units, and innovative tanning technologies. Previously, J.J. was CEO at Huntington Learning Centers. Under his tenure, the company experienced the fastest growth in its 30-year history. Prior to that, J.J. spent nearly 15 years leading franchise expansion at General Nutrition Company (GNC), where he had P&L and store operations responsibility for 2,300 U.S. locations, and 700 global locations in 42 countries. In 1988, J.J. graduated from Shepherd University in West Virginia.



Mark Roggenkamp, senior vice president, Marketing

Mark joined Safeguard in 1996 as director of Products and Programs. In that role, he was instrumental in leading the Company's product marketing and development initiatives, pricing strategies and incentives. Mark has been promoted three times during his tenure: initially to senior director of Strategic Business Planning in 1997, where he led strategic platform development for Safeguard, including five-year objectives, a mission statement, and Safeguard's position in the industry. With his latest promotion to senior vice president of Marketing, Mark is responsible for Safeguard's marketing and brand development. He works closely with Deluxe's executive management team to elevate Safeguard's image, and maximize the impact of Safeguard's branding and marketing efforts. Mark also continues to direct the Company's product development team, including new product development, customer development strategy and creative services.

For more than 11 years, Mark held various product management positions before his Safeguard career, including director of Product Planning with Star Forms/Bowater Communication Papers, Inc. In this position, he was responsible for managing all product lines, product testing, and raw material procurement and contracting. Mark completed a Bachelor's degree in Business Administration at the University of Iowa, and a Master's degree in Business Administration at St. Ambrose University.



Tracey M. Whitaker, vice president, Sales

As of February of '09, Tracey has been leading the efforts of Safeguard's district sales directors, and sales incentives and event planning responsibilities, and encouraging our independent distributor network to learn about and embrace the products and services Safeguard offers customers.

Tracey, a City of Garland appointee to the Dallas Area Rapid Transit Board, was with the Xerox Corporation as a sales representative, and was promoted to the position of vice president and general manager. He left FedEx Kinko's after five years as a Director of Sales. Tracey is also an adjunct professor at Dallas Baptist University, and is currently on the Board of Directors of the North Texas Crime Commission. Involved with his community, Tracey has served on various boards including the Dallas Chamber of Commerce, Dallas Citizens Council, Asian Chamber of Commerce, Dallas Symphony, the United Way, and the SMU Cox School of Business, and he is a member of Omega Psi Phi fraternity. Tracey received his Bachelor's of Business Administration from Bishop College, and his Master's degree in Organizational Management from Dallas Baptist University.



Abe Kapulsky, controller

New to the Executive Team, Abe is responsible for all areas of accounting from financial accounting to forecasting for Safeguard. Working alongside his peers at Deluxe, Abe interfaces with Finance and Investor Relations, and represents Safeguard in the budgeting/reporting process.

Abe came to us from IKO Manufacturing, Inc. a privately held manufacturer of building materials, where he was responsible for management oversight and organizational development including strategic planning, transactional accounting, finance, administration, purchasing, IT, customer service and human resources. Prior to IKO, Abe reported to the senior vice president of Operations and vice president of Finance at The Franklin Mint, where he spent eight years leading strategic planning, budgeting, administration and promotion spending for Global Product Management, and overseeing over \$80 million in annual spending. He holds an MBA in Finance and Accounting, and a Bachelor's in Political Science and Economics from Rutgers College in New Jersey.



Kellye Santos, vice president, Customer Service & Composition

Since 1998, Kellye has been responsible for the consistency, accuracy, and quality of service provided to Safeguard customers and distributors. As a liaison between operations and distributors, Kellye monitors and influences key performance areas such as on-time delivery and quality. Not only did Kellye establish Safeguard's "No-Fault" Customer Satisfaction Guarantee, she developed a telemarketing group, bank support team, promotional products support group and Creativ Services team, and by implementing lean initiatives, she automated many processes resulting in increased efficiency and reduced \$1 million in annual costs. Her incentive plans and strong leadership have inspired direct reports to lead service teams with confidence.

Before joining Safeguard, Kellye was manager of Customer Service for Uniden America Corporation where she directed technical support and customer service for all wireless communication products. Her responsibilities at Uniden covered all aspects of customer service management functions for 70 technical support employees which included training, budgeting, telecommunications purchasing and systems maintenance. She improved productivity by 50% and negotiated a 40% reduction in long distance rates. A member of several professional customer service organizations, Kellye graduated from Baylor University with a Bachelor's of Business Administration degree.



Karen Hegemeier, senior director, National Sales

Karen has been with Safeguard since August 1987. She currently manages Project Alliance, Safeguard's initiative alongside parent company Deluxe, designed to grow the enterprise's revenue and open doors for distributor sales. Prior to this role, Karen was director of sales with responsibility for driving the customer acquisition strategy through financial institutions. She has served in many roles during her tenure with Safeguard. Karen first started piloting the bank marketing program during the late 80s, moving into a role of national bank development manager, regional sales manager, and also was part of the national accounts team in mid-90s. In her current role, Karen is utilizing her knowledge of the banking industry and skills in developing relationships to expand Safeguard's bank marketing strategies by leveraging Deluxe relationships to grow sales.

Prior to Karen's career with Safeguard, she was in sales for a small commercial printing company, Southprint Corporation. A recent graduate of the University of Phoenix, Karen received her Marketing degree in September '08.



Beth Jones, vice president, Training and Communications

Beth has recently moved into a new role within Safeguard as vice president, Training and Communications, but she continues to oversee distributor and employee training efforts at Safeguard as well as internal and external communication. Prior to May of 2009, Beth was vice president of Human Resources for Safeguard where she served as a liaison to Deluxe. In her new role, Beth manages the internal Web site, and she and her team are tasked with streamlining network communication strategies while continuing the development of training programs and materials.

Prior to Safeguard, Beth was responsible for overall human resources and training for Mosaic Sales Solutions where she focused on recruiting for this North American leader for customized selling, training and merchandising solutions to manufacturers and retailers. An extensive background in retail with companies such as Wilsons Leather, Things Remembered and Famous Footwear followed Beth's graduation from Missouri State University with a Bachelor's degree in Business Management.



Michael P. Dunlap, general counsel

Mike joined Safeguard in February 1998 as assistant General Counsel. Today, he performs a myriad of legal functions for Safeguard, including but not limited to managing litigation, preparation of all legal enforcement letters, and drafting agreements for use with vendors, distributors and strategic partners. In addition to the contract review, analysis and preparation, Mike also has responsibility for trademark and copyright enforcement, Internet compliance issues, customer privacy issues and state-by-state franchise application filing.

A graduate of West Virginia University College of Law in 1983, he was in private practice for six years with a firm in the areas of litigation and legal affairs of a locally-owned bank holding company. From 1989 to 1996, Mike was a senior attorney with the Federal Deposit Insurance Corporation, first assigned to the litigation section of the Resolution Trust Corporation, then later to the litigation section of the FDIC. Immediately preceding Safeguard, Mike was a trial attorney with Allstate Insurance, defending personal injury claims.



Lauren Pickwood, vice president, Channel Development

During Lauren's two stints with Safeguard, she has held various positions within the Company, beginning Lauren's branch manager in 1985. She was promoted to director of Marketing in 1988; vice president of Sales, eastern region, in 1989; and vice president of Key Accounts in 1993. For nine years, Lauren left Safeguard to serve as national accounts manager for payroll processor ADP. Upon her return, she focused on banks as senior director of Sales until she was promoted to her current role as vice president, Channel Development. Today, Lauren and her team concentrate their efforts on acquisitions, new distributor recruiting, and merging independent print dealers into the Safeguard network.

An undergraduate of Arizona State University, Lauren received her MBA from Golden State University. She completed the Certified Financial Planner program in 1997, and the Certified Franchise Executive program through the International Franchise Association in 2007.



Terry Robison, director, Application Development

Terry joined Safeguard in 1998 as a senior programmer/analyst. Today, he leads the Safeguard front-end systems development team, and acts as a liaison between the Executive Leadership Team and the rest of Safeguard's IT department. Responsible for development of our order capture application, CMS, Terry is also instrumental in the development and support of Safeguard's Web presence.

Having been in IT for over 25 years, Terry has worked with various small- and medium-sized companies in developing and supporting technology solutions. Before joining Safeguard, he led the IT department at Jani-King International, where he developed automated order capture and franchise reporting systems.

Our Vision for the Future

Safeguard has transformed itself from a commercial check printer into a one-stop shop for all types of printing, business apparel, branded promotional products and personalized services.

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Distributor Testimonials



Clifford Nahm
Based in Kentucky
Distributor since August 2007

"To me, the Safeguard brand itself brings the most value to our distributorship, developing strong customer loyalty. A large percentage of returning customers is a true indication of the company's branding identity. In addition to this, the Safeguard products and services are widely recognized throughout many market segments, so we have more opportunities to showcase them.

The support network within Safeguard has allowed us to be more productive by not only providing more time in front of customers, but also professional marketing programs that help us gain new business. This team approach gives you a positive feeling that you are not alone in your efforts, and you can almost always locate the support needed to help grow your business.

There are many benefits with Safeguard, but the one my wife and I value as much as any is the family atmosphere fostered from within the company."



John Rath
Based in New Jersey
Distributor since April 2007

"With Safeguard, I've enjoyed a variety of add-on benefits that one wouldn't normally get as an independent. The biggest thing is the support of Channel Development throughout the acquisition process. It's like you're part of a family.

I personally liked the ability to actually 'see' an order from start to finish and watch the inner workings of the plant. It definitely adds some credibility when you tell customers you've actually been to the plant to see the process, and met the people who perform the work.

Whether it's a number you need, or a specific report, Safeguard is there every step of the way. From invoicing and collections to eliminating cash flow issues, Safeguard helps distributors focus on what's most important – sales."



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Training and Support you can count on

Not only will you receive extensive training once you're on board, Safeguard's recruiting experts will also help fill your distributorship with qualified sales staff to build your organization. Whether you're educating sales representatives, office managers or telemarketers, we can help you keep your people productive and dedicated to your distributorship for years to come.

New Distributor Training Programs

Ongoing education is critical to a distributorship's success. Before you finalize your arrangement with Safeguard, you will receive your 26-week training plan, composed of classroom time, pre-scheduled Webinars, self-study CDs and access to online training.

Safeguard University focuses on helping you learn how to run a Safeguard distributorship:

- Operations
- Sales and marketing
- Product training
- Telesales skills
- So much more!

Ongoing Communication

Stay informed through our daily messaging, Intranet and newsletters. A few times a year, we provide training to the whole network to share ideas and engage in educational activities to help opportunities to help us all grow and learn to become more effective.

Regional Business Forums are held in several cities each year to update distributors and associates on new products and programs designed to increase sales.

The North American Business Meeting brings distributors and corporate staff together to hear about the latest product developments, meet strategic partners and enjoy learning from each other.





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Our Customers' Testimonials

"When I first started my mortgage business, I purchased Safeguard products. I was very impressed by the level of personal service and business advice my local distributor provided. She shopped around for me and never hesitated to look for alternatives that stretched my budget. She understands what it's like to be a small business owner because she's one herself. Now I purchase all kinds of things from Safeguard – pens, mugs, squeeze bottles and notepads – to help me creatively market my company."

Eunice Rancy
Resource Mortgage Group

"Safeguard looks out for my best interests and tries to find ways for me to save money. My distributor took advantage of some reprogramming and standardized my custom statements. Now I save \$100 on every order! With standardization, I not only save money on forms, I save on envelopes too!"

Ray Tate
Old Dominion Glass

"Safeguard makes ordering so convenient. Their delivery and service is excellent! Our distributor makes frequent personal visits to make sure we're happy."

Kathy Rafferty
E.C. Bones Construction