



THE SEEMAC ADVANTAGE

so much MORE

SEEMAC vs the Distributor Model

SEEMAC is so much more than a distributor. We're wood experts, problem solvers, solutions providers. What does that mean for you? It means we provide products, of course, but we also provide services, inventory management, and integrated solutions that meet your needs and exceed your expectations. It means we hold the inventory you need until you need it. It means we select the best suppliers worldwide. Take a look at the SEEMAC difference. SEEMAC, just a distributor? NO WAY.

	SEEMAC	Distributor
Sales People	Wood industry and wood products experts; problem solvers and solution providers; extensive knowledge of customer's processes and mill's capabilities.	Industry and product generalists due to breadth of products offered – wood and non-wood products.
Products Offered	Specific supplier's products engineered for a specific customer's processes to provide optimum solutions for each customer.	Generic products designed to fit generic end uses – non-differentiated products for many customers.
Customer Size	Medium- to large customers.	Small- to medium-sized customers.
Inventory Locations	"Virtual" inventory stored on consignment at customer's facilities or in public warehouses close to customer's plants. No owned or leased warehouses, forklifts or trucks – no brick and mortar keeps costs down. Inventory stored in warehouse	Owned and/or leased warehouses, forklifts and trucks with warehouse and truck driver employees, typically in major metropolitan areas. Inventory in warehouses services many small customers from one location.
Financial Investment	typically to serve one particular customer.	Investment in people (PLUS warehouse, forklift, and truck driver employees), payables, receivables, inventory, PLUS many fixed assets (warehouses, forklifts, trucks, etc.).
Business Model	Investment in people, payables, receivables and inventory; no facilities, property or equipment equals low fixed costs. No warehouse or truck driver employees. Sales and inventory management costs, and resulting margins required, are as low or lower than supplier and customer costs.	Because many customers are small, they understand that they must pay a higher margin since they cannot buy full truckloads. But, more people (warehouse, forklift and truck driver employees) and more fixed assets (warehouses, forklifts, trucks, etc.) = a higher margin required for all customers, regardless of size.
Solutions vs Products	SEEMAC provides solutions, including products, services, and inventory management – matching specific supplier capabilities to specific customer needs.	Supplies generic products only with a "one size fits all" philosophy.
Flexibility	SEEMAC is able to move in and out of inventory locations	Because they often own warehouses, distributors can't move

SEEMAC Delivers ... and at a much lower cost. You can't do business today the way you did business decades ago. In today's challenging and ever-changing business environment, your company needs to partner with a real solutions provider – a firm that adds value through in-depth product and industry knowledge, experience, and the ability to deliver innovative solutions that positively impact your bottom-line. A traditional distributor is not able to provide the value-added solutions that separate good companies from great

