

A Presentation by

SEEM**C**



S E E M  C

Global Resources. Innovative Solutions. Passionate Service.

SEEMAC

Is Called a Lot of Things...

Broker **Wholesaler**

Middle Man

Logistics Company

Distributor...

... and maybe a few other things we shouldn't repeat in polite company. But, none of these terms are truly descriptive of all we do.



– *This* is What SEEMAC is –

- ④ SEEMAC is a wood products sales and inventory management company providing innovative supply solutions to medium- and large-sized industrial customers.
- ④ We have strong relationships and extensive knowledge of manufacturing processes and the capabilities of both our suppliers and customers.
- ④ Our skill set enables us to provide extremely cost-effective product and service solutions on both sides of the supply chain.



– SEEMAC –

How We Make This Model Work

In order for this business model to work — in order to have our suppliers and customers outsource services to us:

- ④ We must commit more resources (more time, effort and people) to a customer or inventory management program than our suppliers or customers can commit themselves.
- ④ We must be wood industry product and process experts who solve problems and provide solutions to both suppliers and customers.
- ④ We must have a cost structure and margin requirement that is low enough to encourage suppliers and customers to outsource these services to us.



SEEMAC –VS– Distributor Model

	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 typically to serve one particular customer.	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.



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SEEMAC –VS– Distributor Model

	SEEMAC	Distributor
Financial Investment	Investment in people, payables, receivables and inventory; no facilities, property or equipment equals low fixed costs. No warehouse or truck driver employees.	Investment in people (PLUS warehouse, forklift, and truck driver employees), payables, receivables, inventory, PLUS many fixed assets (warehouses, forklifts, trucks, etc.).
Business Model	Sales and inventory management costs, and resulting margins required, are as low or lower than supplier and customer costs.	Because customers are small, they pay a higher margin for this service model 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 Versus 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 and maintain appropriate inventory levels at very low cost to our customers. We have no fixed asset costs, so we are more flexible, more accommodating, and less costly than distributors.	Because they often own warehouses, distributors can’t move in and out of locations easily. This makes their costs higher and their flexibility lower.



—SEEMAC—

So Much More than Simply a Distributor

For suppliers and customers alike – we bring extensive product and industry knowledge, experience and innovative solutions to the table. We do it at a lower cost with significantly higher profit margins for you. That's our bottom line – and that's a promise you can trust.



The background is a stylized world map with a dark blue grid of latitude and longitude lines. The landmasses are depicted in a golden-yellow color. Several orange dashed lines, representing flight paths or global connections, curve across the map. A small, stylized tree logo is positioned between the letters 'M' and 'C' in the main title.

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