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## HD SUPPLY PROJECT/ DESIGN BRIEF

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**JOB NAME:** 2007 Government Mini Catalog #1-3  
**Mails:** 11/05/07  
**Copy:** Denny Bulcao, Jr.  
(Posted with the written consent of HD Supply, Inc.)

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### Front Cover

**Products For Government Professional's Everyday Needs**

### Inside Front Cover

**Page Headline: Every Tool for Every Job.**

*Ad #1: E-business/Online ordering options*

**Sub Head: We Make It Easy To Order Online!**

As your facility maintenance supply partner, we'll help you streamline the procurement process by making online ordering easier. We're committed to providing you with the tools you need to get the job done. Order the products you need through our customized Government web site at **[hdsuppliesolutions.com/gov](http://hdsuppliesolutions.com/gov)** or you can find our products on GSA Advantage ([gsaAdvantage.gov](http://gsaAdvantage.gov)) and DOD EMALL ([email.dla.mil](mailto:email.dla.mil)).

Enjoy the Benefits of Ordering Online at **[hdsuppliesolutions.com/gov](http://hdsuppliesolutions.com/gov)**!

- Inventory check and account-specific pricing at checkout
- Freight-free, next-day delivery\*
- Tax-free, GSA-discounted supplies
- JWOD (now AbilityOne) compliant products
- Access your online order history, save shopping lists and track shipments
- And more!

\*On most items to most areas.

### *Notes:*

- *Logos: GSA Advantage, DOD EMALL and GSA SmartPay logos*
- *Burst or snipe: Visit us online to view the full details of our GSA contract.*

*Pick up design elements from V57 Government Solutions catalog - HDS-9 (see attachment B) and FLY-7-1621, Government E-Procurement Flyer (see attachment C).*

**Ad #2: Dedicated Government Call Center**

**Sub Head: We've Got You Covered!**

We have a dedicated customer service team just for our Government customers. Everything from traditional order processing (phone, fax and e-mail) to bids/quotes and special orders are handled by our Government Solutions Call Center. In the continental U.S., call **1-877-610-6912**, fax 1-877-219-8526, or contact us by e-mail at **govsales@hdsupply.com** today!

Our Government customers can take advantage of a variety of services, including:

- **Single point of contact:** Our representatives' schedules are built around yours. We're ready to do business when you are!

**Special Orders:** Need help finding a product that isn't in our catalog? If you can't find the item you're looking for, call on our representatives to help. They'll source the item and fax you a quote. It's that simple!

- **Project Management:** Our representatives can work with you on larger projects to coordinate all of the details involved.

**Inside Back Cover**

**Page Headline: We Have the Specialized Services You Need to Make Your Job Easier!**

**Sub Head: Streamline Your Procurement Process**

- **Product Purchase Reports** – Manage your budget and eliminate duplicate purchases. Use online product purchase reports to view your purchase history for up to 12 months! To receive more information,

please e-mail our Account Services team at [customercare@hdsupply.com](mailto:customercare@hdsupply.com), subject line: Product Purchase Reports.

- General Ledger Coding – We can automatically align our products with each of your GL codes on every invoice to make your accounting easier. You'll save time when processing invoices. Call 1-877-586-8223 to find out more.
- Streamlined Invoices – Reduce your paperwork with this service. Upon request, you can receive a single invoice for products shipping from multiple locations. To receive this special service, please e-mail our Account Services team at [customercare@hdsupply.com](mailto:customercare@hdsupply.com).

Notes:

Pick up design elements from V57 Government Solutions catalog – HDS-8 (see attachment D)

### Ad #2: Shop Organization

#### **Sub Head: Efficiently Manage Your Inventory**

Easily manage your inventory with bin label and shop setup programs designed just for you. Bin labels help you organize parts, reference part numbers and track inventory levels. Our Field Sales Representatives will work with you to organize your shop so you can find parts faster and work more efficiently.

Notes:

- Pick up design elements from V57 Government Solutions catalog – HDS-15 (see attachment E)
- Before and after shop photos and bin label close up detail shot
- Include burst with government contact information, (877) 610-6912

### Back Cover

- Pick up design elements from Government Mini #1-2 cover wrap (see attachment A)
  - Job # WRA-7-2073
- Update color scheme and products to differentiate piece from last drop
  - Red color scheme to be picked up from MilCon Brochure #2
  - Job # BRO-7-1777

- Headline and “green” story to be removed (addition of 2 more products).