



Things to Know About the Photographic Research Organization (PRO)

Executive Summary:

The Photographic Research Organization (PRO) is a 50-year-old retailer-owned co-operative distribution company that lowers cost-of-goods and increases inventory turnover.

- PRO Members account for approximately \$1 billion in retail sales across the U.S.
- PRO 2007 sales approached \$110 million in wholesale photographic products
- PRO maintains \$8 million + in inventory in the Hatboro, Pennsylvania warehouse
- PRO has 131 members and 41 participants in the Affiliate Test Program representing approximately 400 store fronts
- PROMASTER® products average 40% to 85% gross margin depending on the market

Highlights at a Glance

PRO Affiliate Test Program

- ✓ Profit potential by lower costs and quicker shipments through full access to all products in the PRO warehouse (approx 1/3 of PRO volume flows through the warehouse – 98% of products shipped same/next day)
- ✓ No equity investment – no voting or profit sharing
- ✓ Minimal dues (currently \$100 month)
- ✓ No vendor programs
- ✓ No dating – invoices paid weekly through EFT
- ✓ Zero tolerance for any non-payment
- ✓ Only selected rebates directly tied to volume incentives
- ✓ Attend most sessions at the annual PRO Convention

PRO Members

- ✓ Initiation Fee and Stock purchase required
- ✓ Members dues currently \$350 month
- ✓ All benefits of Affiliates PLUS . . .
- ✓ Vendor programs
- ✓ Occasional warehouse dating programs
- ✓ Optional payment terms (pay weekly for extra 1% or pay 10th of month)
- ✓ Gain/loss with retailer's investment in PRO
- ✓ Quarterly MAP rebates, annual patronage credit, occasional extraordinary rebates
- ✓ Full access to all parts of the annual PRO Convention
- ✓ Voting rights for board of directors