



2016 CORPORATE SOCIAL RESPONSIBILITY REPORT



Putting our imprint
on a better world.

A message from our president

Jon M. Levine

At The Image Group, every employee—at every level—shares a commitment to improving our communities. Without question, social responsibility is the cornerstone of our company culture. Therefore, I'm happy to present our *2016 Corporate Social Responsibility Report*, which serves as a grade card for our efforts over the last twelve months.

In the past year, product safety continued to be a primary focus of ours as we strengthened our sourcing standards on all merchandise, apparel, and other promotional items that we sell. In addition to focusing on *what* we sell, we established an Ethical Bidding Pledge™ that highlights the principled *way* we sell.

As we do every year, we supported our local communities through combined charitable giving and employee volunteerism. In addition to personal financial gifts, our team members donated hundreds of hours to nonprofit organizations. And our people serve in leadership roles for many not-for-profit agencies.

In 2015, we formalized our stance on environmental sustainability. We also started an internal wellness program to help all our employees thrive.

Please know that we appreciate the trust you show in us with every order you place. We promise to continue making strides so we can maintain your valued trust.

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We consider corporate social responsibility essential to The Image Group's continuing success. We take pride in each stride we make, and every milestone drives us to do more.

—Jon Levine
PRESIDENT





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By factoring compliance into our vendor selection process, we've actually helped raise our suppliers' awareness about product safety.

—Lisa Hoverson
CHIEF FINANCIAL OFFICER

A Socially Responsible Supply Chain

The Image Group was a pioneer in focusing attention on safety and compliance in our industry, and we'll continue setting an example for others to follow.

As a nationally recognized leader in promotional product safety, we're committed to maintaining a safe and socially compliant supply chain. Therefore, in order to ensure that our company's values—and yours—are represented in all our sourcing decisions, we give preferred vendor status to suppliers who are Quality Certification Alliance (QCA) accredited.

We recognize QCA as the promotional product industry's standard for safety and social compliance. QCA-accredited suppliers must operate wide-ranging compliance programs, submit to regular independent third-party audits, and abide by rigorous manufacturing regulations. Furthermore, QCA's two-year recertification cycle requires accredited vendors to maintain up-to-date systems and policies.

Our customers increasingly inform us that social responsibility is a key decision-making factor when choosing their promotional products partner. That's why we've set a goal to use QCA accredited suppliers for at least 90 percent of our product sourcing within the next three years.

An Ethical Bidding Pledge™

The Image Group believes its customers should expect quality products and services at fair and reasonable prices. At the same time, we think the competitive bidding process must be free from unrealistically low prices and other forms of seller deception.

We get frustrated in open bid situations when competitors deliberately under price their offers in order to win business. Then, unable to provide quality or service levels at the costs they promised, the low bidders fail to honor their proposed prices to unsuspecting buyers.

That's why we developed our Ethical Bidding Pledge, and why it comes with every competitive proposal we provide.



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Our Ethical Bidding Pledge is a promise that every price we offer is straightforward and honest. And that's a promise you can take to the bank.

—Jim Walrod

NATIONAL ACCOUNT TEAM LEADER

By leveraging manufacturing relationships developed over several decades, we can offer you prices that are among the most competitive in our industry. And while we believe you appreciate knowing that our prices are low, we also think you'll take comfort knowing that our bids are never too low.

So while we'll always be price competitive, our pricing will also be realistic. We pledge that our markups will be fair to you, and that our margins will cover our costs of properly—and continuously—servicing your account.

Sustaining Our World

The Image Group is serious about protecting the environment, and we consistently strive to conduct business in environmentally responsible ways. Toward that end, we manage our energy, water, and waste systems for maximum efficiency and minimal adverse impact. Our initiatives include:

- Retrofitting our warehouse with reduced energy lighting and installing motion-activated light switches in low-traffic office areas
- Establishing a goal to reduce our internal printing by 25 percent each year
- Recycling paper products, printer cartridges, and outdated electronic equipment—among other materials
- Using eco-friendly screen printing inks and cleaning supplies
- Reducing business-related driving by increasing work-from-home opportunities for our sales representatives

We're also helping our customers limit their environmental footprints. We have an entire website devoted to eco-friendly products called recycledimagegroup.com. From T-shirts made from recycled pre-consumer cotton scraps, to pens manufactured using recycled post-consumer plastic, tires, denim, or newspapers, all items featured on the site are made from recycled content and environmentally preferable materials.

We continuously look for ways to make our production operations, corporate office spaces, and shipping procedures more environmentally efficient.



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Where the goal was once growing our business without increasing our burden on the environment, we now focus on reducing our burden as part of growth.

—David Berland

DIRECTOR OF OPERATIONS AND PRINT SERVICES

Service Day

One day each year, we close our offices so The Image Group team can perform service projects for area nonprofit organizations. In 2015, the Toledo office staff helped build a playground for Ronald McDonald House Charities' brand new "home away from home."

The Cleveland group organized and packaged used and refurbished light fixtures for Habitat for Humanity, which the organization resells at its Re-Sell outlets.

The annual service day is part of our iCare initiative aimed at helping our market communities.



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Volunteering reminds us that our jobs extend beyond our careers. Each of our life's work involves assisting others, too.

—Brian Kingsmore
GENERAL MANAGER, CLEVELAND

Thrive

In 2015, we kicked off *Thrive*, our internal employee wellness program. Creative fitness events and multi-week campaigns encourage coworkers to exercise, eat right, and maintain healthy habits. So far we've done weekly walks in the park, a kayaking trip, an exercise challenge, and a holiday season weight maintenance contest—all designed to promote wellness. Employees can earn prizes—logoed merchandise, of course—for participating.

In addition to thriving physically, we're also helping employees grow in other ways. Our tuition reimbursement program helps offset college costs. And in-house lunch-and-learn sessions give workers a chance to gain knowledge about subjects of interest, including industry updates from leading suppliers.

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Thrive provides employees a team-like atmosphere for improving their health and overall wellness—not to mention making them stars on our Facebook page.

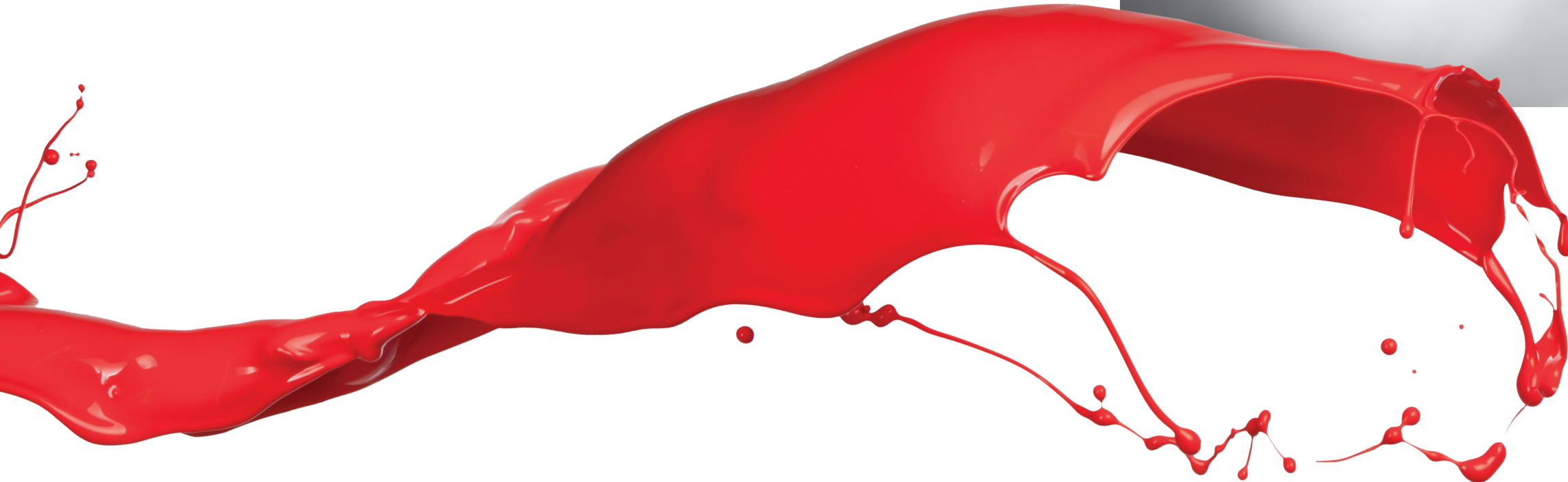
—Marge Bollman
MANAGER, HUMAN RESOURCES



Charity

Along with direct financial contributions totaling \$69,478, The Image Group provided thousands of dollars worth of in-kind donations to nonprofits in 2015. Supported charities include the YMCA, University of Toledo, Arts Commission of Greater Toledo, Chabad House of Toledo, Toledo Northwestern Ohio Food Bank, ProMedica Mission Partners, and Soul City Boxing and Wrestling—just to name a few. What's more, our employees personally pledged \$20,000 to their local United Way chapters for 2016.

Our employees donate their time and talent as well as their financial support. Team members serve on numerous nonprofit boards, including American Red Cross, Better Business Bureau Foundation of NW Ohio and SE Michigan, Cuyahoga Valley Chamber of Commerce, Jewish Family Services of Toledo, Josina Lott Residential and Community Services, Leadership Toledo, Ohio Promotional Professionals Association, and Ronald McDonald House Charities of Northwest Ohio.



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When it comes to giving back to our communities, our employees set extraordinary examples for others to follow.

—Troy Hill
DIRECTOR OF SALES



www.theimagegroup.net

