



NEWS RELEASE

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AIA Helps Owners Diversify Product Offerings with Home Office and Business Supplies

Distributors can provide in-demand home office, business, breakroom and sanitation supplies through partnership with AIA-owned OfficeZilla

APPLETON, Wis. (May 28, 2020)—As Covid-19 shifts how promotional products distributors run their businesses, AIA Corporation (AIA) is providing its Owner Community with the tools and resources to retain clients, attract new customers and, ultimately, manage a profitable business. Most recently, this includes offering home office and business products through a partnership with AIA-owned OfficeZilla, a leading business products distributorship that supports independent dealers. This service offering is just another way AIA is helping its Owners confidentially tap into alternate product offerings.

“The AIA Owner Community has shown versatility and strength during this time,” said Rochelle Blindauer, SVP of Owner and Employee Services, who oversees OfficeZilla. “We were happy to provide an opportunity for AIA Owners to diversify revenues by offering a partnership with OfficeZilla. By providing work-from-home essentials and the necessary business, breakroom and sanitation supplies to support companies whose workforces are returning to the office, AIA distributors can meet their customers’ changing needs with creative solutions.”

Since April, 29 AIA distributors have also become OfficeZilla dealers, gaining access to over 60,000 SKUs in office, business, janitorial, sanitation, breakroom and safety supplies. During this same period, OfficeZilla has seen a 24% increase in sales in office products. Work-from-home products including furniture, technology such as printers and shredders, facility and breakroom supplies have also increased.

According to Bob Simmons, AIA Owner of NDS Solutions in Sacramento, Calif., partnering with OfficeZilla offers another way to adjust our approach and stay connected to clients. “Given the impact of Covid-19, our partnership with OfficeZilla is a no-brainer,” said Simmons. “Their turnkey product offerings, combined with marketing efforts to reach customers, has helped us close the margin gap when other products don’t make sense at this time and in this market. By providing a wide range of products with quick delivery, we’ve seen an uptick in sales since we became a dealer.”



AIA acquired OfficeZilla in January 2018 in an effort to broaden its offerings and services. In 2019, OfficeZilla partnered with wholesaler S.P. Richards to expand its product portfolio, provide aggressive pricing, competitive freight programs, sales support and new marketing programs to reach end customers.

“AIA has been on the forefront of the trend in consolidation between the promotional and business products industries,” said Nancy Schmidt, CEO. “We acquired OfficeZilla with the knowledge that both industries serve like-minded customers in similar ways. This synergistic partnership has brought new energy and solutions for AIA Owners and OfficeZilla dealers.”

As a subsidiary of AIA, OfficeZilla remains fully committed to the independent dealer by providing a best-in-class technology platform and a high-level of service to support independent dealers.

About AIA

AIA partners with distributors in the promotional products industry and provides them with the professional services they need to run an efficient and profitable business. With AIA, distributors maintain their independence, gain the support of like-minded entrepreneurs and are empowered to *Be Boldly You*. AIA distributors have access to advanced technology to streamline sales and operations; back office support and order financing; supplier relations; sales coaching and planning; and marketing programs. These business services enable distributors to work smarter, freeing up time and resources to focus on professional and personal goals. For more information, visit www.aiacommunity.com or call 800-460-7836.

About OfficeZilla

Founded in 2012, OfficeZilla provides financial, technical, sales, marketing, and purchasing solutions to entrepreneurs who specialize in the distribution of office, breakroom and facilities maintenance products, as well as office furniture and technology. In 2018, OfficeZilla received a No. 7 ranking for independent B2B e-commerce companies and a No. 5 ranking for overall user experience and information by Apruve Inc. For more information, visit officezilla.com or call 800-699-7549.

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