

Creating Potential

2019 CORPORATE SOCIAL RESPONSIBILITY REPORT





“By teaming with each other and with our customers, suppliers, and communities, we can create something compelling: the potential to make things better for others.”

—Jon Levine, CEO

TO OUR CUSTOMERS, EMPLOYEES, BUSINESS PARTNERS, AND COMMUNITIES:

As a sales-oriented company, The Image Group has a keen focus on potential. We look for potential greatness in those who work here, in the trendy and innovative products we offer, and in the outstanding customer service we strive to provide. Of course, like most organizations, we recognize there is always the potential for improvement.

And so it goes with social responsibility. In this, our 2019 Corporate Social Responsibility Report, we describe The Image Group's ongoing efforts toward measuring up as a corporate citizen. From our steadfast commitment to product safety to our contributions of time and money to local charities, we're continuing to build a solid track record for doing good. However, we know there's certainly more we can accomplish.

In that regard, we're committed to sharing our social responsibility knowledge with others. We consider it our duty to assist other businesses—our clients, our vendors, and our peers—in becoming more socially accountable. Indeed, through our involvement with the Brand Safety Alliance, The Image Group is helping to educate the entire promotional product industry about safety and social compliance issues.

When it comes to corporate social responsibility, public expectations are higher now than ever before. Our expectations are tall, also. So, for the good of our customers, employees, and communities, we're working hard to reach our full potential.

Jon Levine
CEO

Jay Nathanson
COO

Jim Nathanson
PRESIDENT

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Product Safety

The Image Group was among the very first companies to recognize the many ways that consumer protection laws, such as the Consumer Product Safety Improvement Act (CPSIA), apply to promotional products. As a result, we were on the forefront in establishing stringent internal guidelines for products intended for use by children. We also led the way by warning customers that safety recalls could potentially impact their brands' hard-earned reputations.

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Clients often tell us that, were it not for our efforts, they might not know that consumer product regulations affect their use of promotional items. Not surprisingly, organizations recognized for demonstrating steady commitments to social responsibility trust The Image Group to protect their brands—including national senior living facilities, major healthcare systems, and prominent universities.

Today, product safety is one of our overarching corporate principles. Our preferred vendor policy ensures that products manufactured by and for The Image Group comply with safety regulations and voluntary industry standards. All suppliers must demonstrate a commitment to social responsibility before becoming approved vendors. Leveraging our purchasing-power influence in this way has served to increase industry awareness about product safety.

Protecting consumers from unsafe products is a challenge that no single company can address alone. However, The Image Group continues to be a leading advocate—and model—for increased safety throughout the promotional product industry.



Responsible Sourcing

Our commitment to impacting social change goes well beyond promoting product safety. It also includes conducting business in ethical and socially responsible ways—as well as selecting partners who do the same.

At The Image Group, we require the hundreds of vendors who source and manufacture our products to comply with applicable laws and social standards. Current and prospective suppliers must affirm in writing that they:

- Do not use child labor and abide by all minimum-age provisions
- Do not use any form of forced labor, including indentured, bonded, or slave labor
- Do not use physical or verbal harassment or abuse to discipline employees
- Do not discriminate in hiring and employment practices because of race, color, religion, sex, sexual orientation, national origin, age, disability, genetic information, veteran status, or any other characteristic protected by law
- Obey all applicable wage, work hours, hiring, benefits, and overtime laws and regulations
- Provide a safe, healthy, and secure workplace that includes proper sanitation, lighting, ventilation, and fire safety protection
- Conform fully to all applicable environmental laws and regulations

By setting those expectations, we aim to protect the individuals and communities who, through their association with our vendors, are indirect stakeholders in our business practices.

In addition, we continuously look for ways to be responsible suppliers to those who purchase from us. One example: this past year we implemented a new accounting system that dramatically reduces our paper consumption. Now, in an industry that is highly reliant on paperwork, we email customers their invoices in a paperless, electronic format.

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As our business expands, we've been able to increase our staff size to more than 100 employees. We're thrilled to be providing added opportunities to earn livelihoods, but we're doing more than putting people to work. We're building a thriving internal workforce.

Many of our recently hired employees are just beginning their professional careers. Others are new to the marketing industry. Those individuals join an experienced lineup that, in many cases, came of age working in our organization.

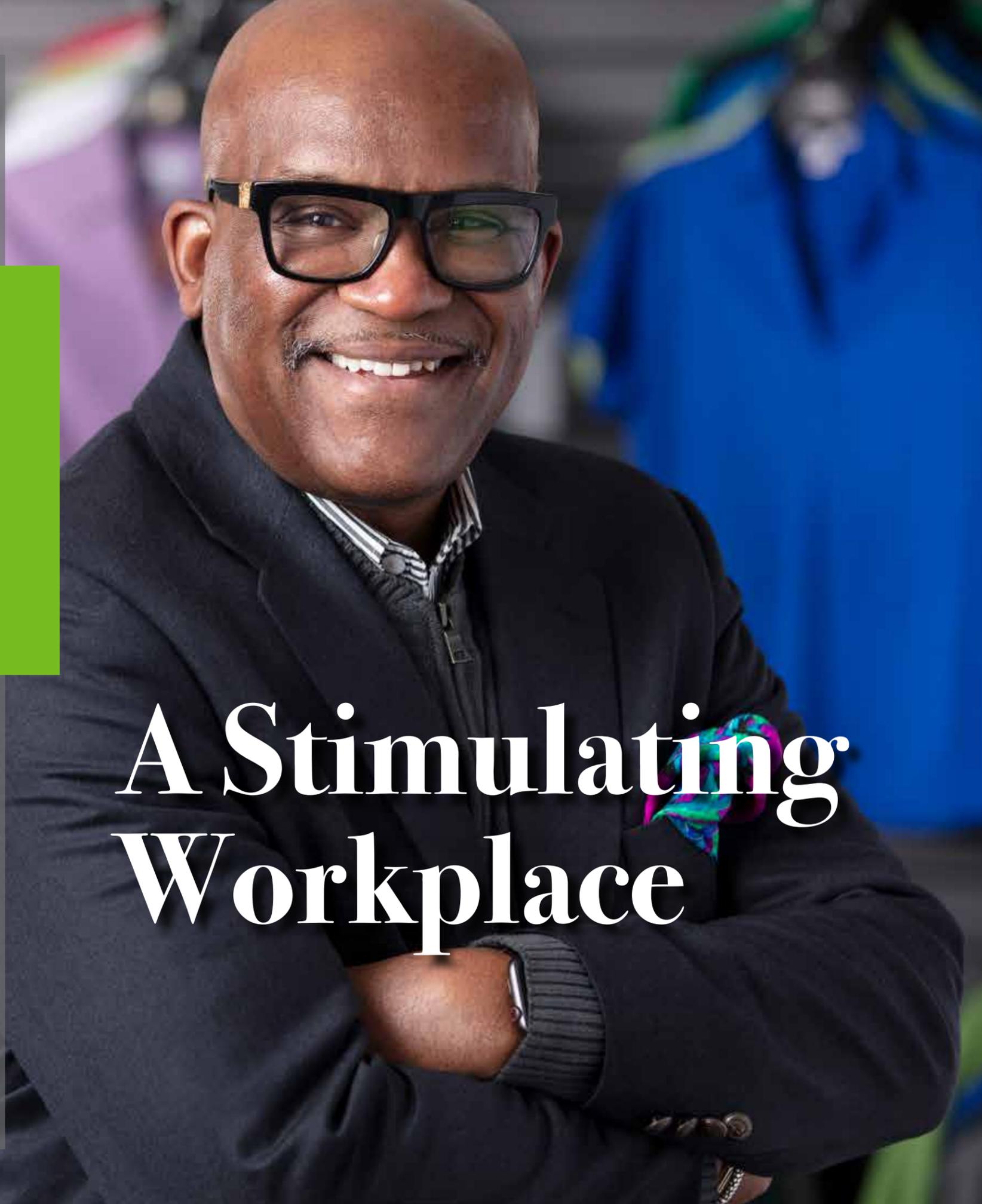
Whatever their personal experience levels, we've noticed that most employees enjoy working in teams. Whether it's the sense of shared responsibility or an underlying competitive spirit, we marvel at the powerful effect that teamwork has on our results. More than that, we witness how collaboration fosters feelings of belonging that everyone craves and helps employees develop valuable engagement skills. So we've formed work teams around everything from client-industry type to geographical region.

What unites all the various teams is a shared commitment to our brand promise, "whatever it takes." Every employee, regardless of tenure or job title, is empowered to do whatever it takes to satisfy our customers—and to make sure The Image Group acts in socially acceptable ways at all times.

You see, in addition to teaching our employees how to reach their success potential, we hope to show them how to be responsible citizens.

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A Stimulating Workplace





Giving Back

All of us at The Image Group feel incredibly fortunate to have the ability to provide for ourselves and our families. At the same time, we're aware that many individuals in our communities are struggling to meet housing, nutritional, and educational needs. We're proud that our employees donate thousands of dollars—as well as hundreds of hours of volunteer service—to assist people in and beyond their local communities.

In 2018, The Image Group made charitable cash contributions of more than \$112,000. We donated an additional \$22,000 of in-kind products and services to area nonprofit organizations.

Our staff members volunteered for several charitable events and projects during the year, including: the Marathon Classic, Walk to End Alzheimer's, United Way's Kickoff to Caring, Connecting Kids to Meals, Racing for Recovery Holiday Clothing Drive, University of Toledo College of Business Jump Start Program, and A Night to Remember. What's more, the governing boards for Toledo Clinic Foundation, Josina Lott Community & Residential Services, Toledo Small Business Association, ProMedica Metro Foundation, Better Business Bureau of NW Ohio and NE Michigan Foundation, and Alzheimer's Association - Northwest Ohio Chapter include employees of The Image Group.

We look for opportunities where our philanthropy and volunteerism have the potential to accomplish the most good. In turn, we become a better company by helping the communities in which we live and work.

We look for opportunities to give where our philanthropy and volunteerism have the potential to accomplish the most good.

We recognize daily how social responsibility is changing the nature of commerce. Increasingly, customers are looking to do business with companies whose values match their own. We applaud that trend. Furthermore, we believe that clients should never need to accept tradeoffs for choosing to buy from a socially conscious company.

For example, we want customers to fully understand product safety—especially as it applies to children’s products—and how complying with consumer protection laws can affect pricing. Some promotional product companies often downplay safety requirements when selling to price-conscious customers, while proposing untested and unsafe items that cost less. Winning a bidding war by sacrificing safety is a tradeoff The Image Group is never willing to make.

Speaking of pricing, some of our competitors will intentionally underprice bid amounts to attract business and then—for one reason or another—fail to honor those quoted prices later. That deceitful practice forces customers to either pay more or rebid their business. At The Image Group, every competitive proposal we submit comes with our Ethical Bidding Pledge™ in which we commit to quoting reasonable and realistic pricing.

We firmly believe that our customers should know the vendors who supply us with the products we sell. Each year, we hold regional end-user product expos featuring our top 30-40 vendors. Clients get to meet representatives from those suppliers, learn about their companies’ values, and see and hear about innovative new products. We also use the expos to conduct training sessions for customers on a range of marketing topics.

At The Image Group, we continually see the potential for doing better—by offering progressively better products, establishing better business practices, and being better engaged with our communities.

To you, our most important stakeholders, we pledge to do whatever it takes to live up to that potential.

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The Potential For Doing More

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