



# Reseller Presentation

Reseller Partner

**MDI**<sup>®</sup>

# A Quick Overview

- Company Overview & Focus
- Product & Application
- Manufacturing Capabilities
- Quality Performance
- Competitive Landscape
- Reseller Expectations of MDI
- MDI Expectations of Reseller Partners
- Q&A & Next Steps



About

**MDI**®

- **Social Enterprise Since 1964, Serving Individuals with Disabilities**
- **Manufacturing & Production Services**
- **4 Plants in Minnesota**
- **3 Plastic Extrusion Lines**
- **450+ Direct & Contract Employees**
- **\$30M+ Revenues**
- **95%+ Self-Sufficient Via Sales to Business Customers**
- **Reinvesting in Capital, New Products, Customers, and Employees**



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# The Plastic Focus

We are experienced in manufacturing millions of designs and are tested again & again, in multiple applications and in every industry.



## Packaging Solutions

- Polyethylene & Polypropylene Plastic
- Standard & Custom Designs for PE & PP
- Kitting, Assembly, & Customized Production Services

## Key Markets

- Manufacturing
- Warehouse/Distribution
- Transport/Logistics
- Medical & Agriculture
- Closed Loop
- Reusable & Recyclable Packaging
- Food & Beverage, Retail



MDI YouTube

# How Plastic is Made



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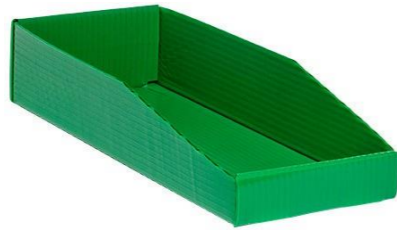
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# Product Highlights

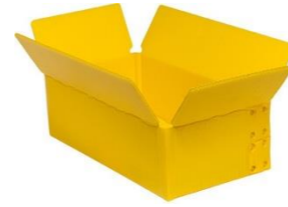
# PE & PP Plastic



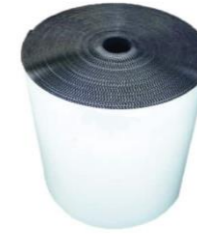
Totes & Trays



Hopper & Recycling Bins



RSC/HSC Boxes



Plastic Rolls & Sheets



Single & Double Faced Sheets & Rolls



Water Jet Bricks



RELF/Rett Boxes



Tree Wrap



Custom Designs

**Organization, Storage, Transport, Packaging & Protection**

# Applications

- Conveyor/ Material Handling Systems
- Warehouse Storage/ Distribution Centers
- Reusable & Specialized Packaging
- Inter & Intra-Facility Parts Movement
- Transporting Goods from Suppliers to Customers
- Product Protection (Pads, Rolls, Sheets)
- Agricultural Harvesting, Tree Protection & Drainage
- General Office Areas & Mailrooms
- Recycling & Waste Bins





**Organization, Storage, Transport, Packaging & Protection**

# Product Features

- Durable/Flexible/Versatile
- Long Life/Reusable
- Economical
- Many Applications & Uses
- 100% Recyclable
- Moisture, Chemical & Weather Resistant
- Customizable
- Available in PE or PP (Best Fit)



# Comparing MDI Plastic Advantages

		Polypropylene	Polyethylene	Kraft Cardboard	Unit
Thickness		3-5mm	4mm	4mm	Lbs/MSF
Density		0.9	0.947	n/a	g/mL
Impact Resistance		14	19.2	5.6	In.lbs
Mullen Burst		300+	218.2	116.8	psi.
Edgewise Crush		86.9	55.5	37	lbs/inch
Water Absorptiveness	COBB	7.7	1.6	75.8	g/m2
Box Compression	Vertical Flutes	980.8	472.9	529	lbs.
	Deflection	0.682	0.495	0.485	in
	Horizontal Flutes	841	139.9	162	lbs.
	Deflection	1.553	0.306	0.342	in
Handle Strength	Weight in Box	100	50	40	lbs.
	Total Jolts	100	97	3	

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## Manufacturing Capabilities

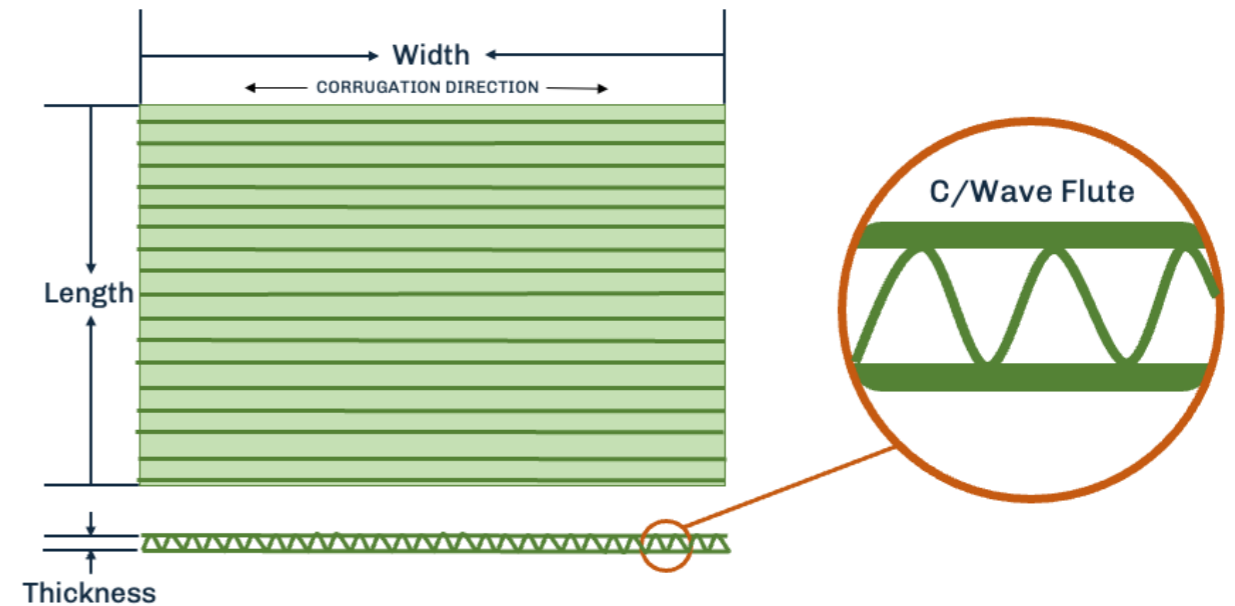
- Extrusion (PE & PP)
- Die-Cutting (Rotary, Flatbed, CNC)
- Silk Screen Printing
- Wire Frames
- Conversion (Fold, Sonic Weld, Accessorize)
- Standard Model & Customization
- Volume Range

PE vs PP

# Polyethylene

PE (C/Wave Flute) ideal for applications using totes, trays, conveyor belt bins, harvest trays, tree wrap, & jet bricks.

- Wide Temperature Range – Great Cold Temp Properties
- Softer Edges (Less Brittle/Sharp)
- “Tacky” Properties Work Well on Conveyor/Transport Systems
- “Moldable” Around Irregular Shapes (i.e. Rolls for Packaging)
- Wavy – Material is Soft
- Board Tends to Bow
- Capable of Extruding Dimensions 53.5”C x 96”
- We Can Extrude Single-Face Rolls/Sheets

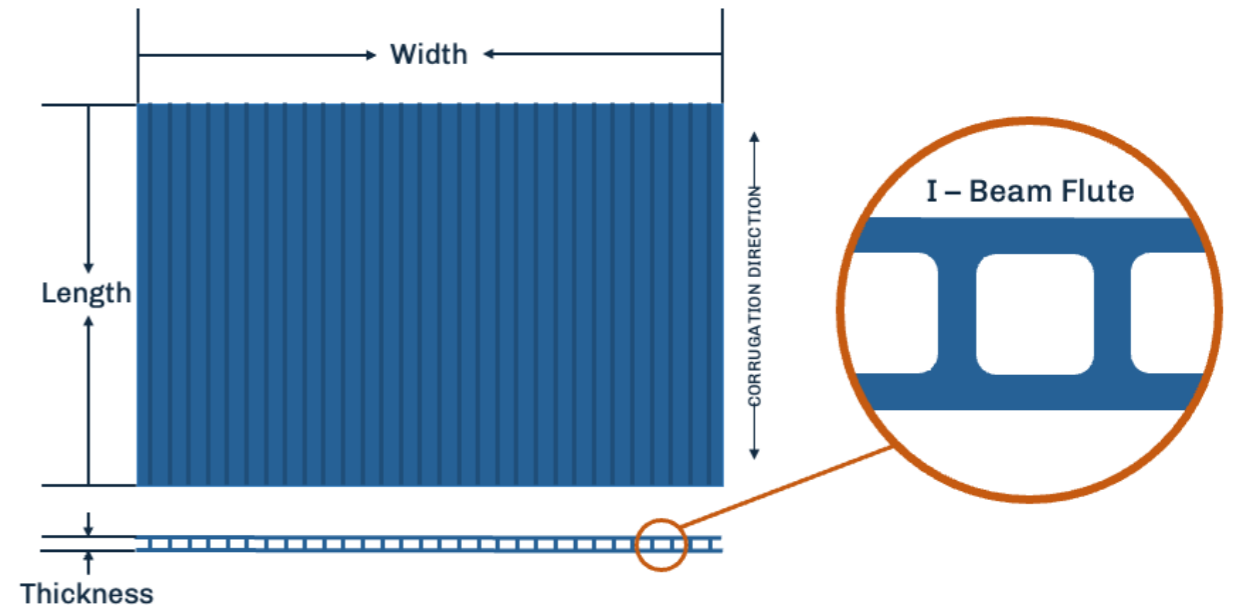


PE vs PP

# Polypropylene

PP ideal for applications using RSC (regular-slotted containers), HSC (half-slotted containers), hopper bins, file boxes, knock downs, recycle and waste bins

- Stiff & Flat With Minimal Bowing
- Can be Welded or Glued
- Prevalent Material in Market
- Excellent for "Living Hinge" Applications (i.e. RSC Boxes)
- Stiffer Board Can Get Brittle in Cold Temps; Weakens in Sun/Rain
- Sharp Edges & Can be Slippery on Conveyors/Transports
- Excellent Printing Quality
- Capable of Extruding Dimensions 96" x 48"C





What Can

# You Expect?

- Product & Market Expertise, Training & Guidance
- Lead Referrals
- Joint Sales Meetings with Customers & Partners
- Marketing Support
- Service Excellence & Quality Performance
- Customization, Samples & Volume Range Pricing
- Price, Based on Revenue Volume
- Promotions/Contests/Incentives
- Collaborative Effort for Goals/Strategies



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## What Does MDI Expect?

- Mindshare & Commitment to MDI
- Identify, Qualify & Close Opportunities
- Timely & Professional Lead Follow-up
- Joint Sales Meetings with Customers
- Collaborative Effort for Goals/Strategies
- Provide Feedback on Products, Market, Competition
- Value Selling MDI & Partner Solution vs “Low Price”
- Revenue Growth
- Represent full MDI Portfolio of Products

## Marketing & Communication

# Support

We believe in supporting and rewarding our resellers with a variety of sales incentives, preferred pricing, product promotions & marketing support.

MDI is equipped to help you grow revenue with our marketing support & solutions.



## Partnership

Our marketing professionals will provide:

## Resource Guide

- Product Images
- Product Content
- Specification Documents
- Product Catalog
- Suggestions to Help Visibility
- Monthly Contests & Promos

# Qualifying Opportunities

## Business Fit

Budget, Project/Annual Volume,  
Timeframe, Decision Process,  
Competition, How to Win



## Product Fit

Application, Current Solution,  
Specifications, Tolerance  
Considerations & Customizations



## Specifications

- LxWxH Dimensions (ID/OD/Top Bottom)
- Nestable/Straightwall
- Wire/No Wire
- Handles/No Handles
- Accessories
- Assembled/Knockdown
- Color and Print
- RSC Type
- Material Type PE (~4mm) or PP (3, 4, or 5mm)



Success Stories

# Supply One

## Challenge

A large commercial HVAC manufacturing company in Virginia was investing in Lean Manufacturing 5S policies to organize their inbound parts into bins for easy parts picking

## Solution

MDI designed a custom container solution that fit the exact specs of the storage system. They used a durable 4mm polyethylene that was folded and designed to be opened and closed with high-strength Velcro. This removable lid solution created long-lasting, changeable parts storage.



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## Success Stories

# Leading E-Commerce Business

### Challenge

The company first tried fiberboard containers to reduce noise, but they had a short lifespan, needed frequent replacement, and caused issues with barcodes on the conveyers.

### Solution

MDI created custom corrugated plastic containers. These containers met OSHA noise standards, had a longer lifespan, and didn't interfere with barcodes. Hardboard was also incorporated to enhance the weight and stability of the totes to ensure smoother transition while on conveyers.



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**Industries**

# We Serve

From mailrooms to medical labs, from fruit fields to warehouses, MDI's American-made corrugated plastic solutions are utilized across various industries, including logistics, manufacturing, agriculture and more.



**Agriculture  
Packaging Solutions**

[Learn More](#)



**Logistics Packaging  
Solutions**

[Learn More](#)



**Warehouse &  
Distribution Center**

[Learn More](#)



**Manufacturing  
Packaging Solutions**

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## Next Steps?

- Q&A
- Mutual Sales & Leadership  
Commitment
- Goal Setting/Check-In
- Joint Sales/Customer Meetings



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# Incentives



## Options Include:

- Preferred Pricing Based on Sales
- Sales Contests & Promotions
- Customer Discounts
- Marketing Assistance
- Generate Leads Delivered to Our Resellers
- Media Kit: Images, Videos, Spec-Sheets, Advertisements, & Brochures
- Custom Designs & Prototypes

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