

BELLON PHILOSOPHY



The BELLON philosophy is completely dedicated to the goal of helping customers and principals realize growth in the Central Midwest food service market.

The strategy of achieving this goal is by constant improvement of our sales and marketing expertise. This is not just a phrase – it's a total commitment to representative professionalism. From the completion of the three-year Certified Professional Manufacturers Representative (CPMR) course to our regular attendance at MANA sales seminars and informative education-oriented lunch sessions – we strive for excellence in all ways!

The BELLON fully computerized office is carefully organized for maximum efficiency for our customers and principals...for instant pricing, expediting, follow-up and close attention to detail. A direct mail program and monthly newsletter to our customer base is utilized to backup and enhance field sales.

BELLON is Marketing Professionalism that Works!



BELLON

★ sales associates ★

5511 e. 82nd street, suite B
Indianapolis, IN 46250

Call: 800-257-1107

“the reps you can bank on”

BELLON PEOPLE



BELLON people feel customers and principals are the lifeblood of our agency.

Manufacturers and Customers are kept alert to new trends in the food service product market. They are continuously posted on competition and new marketing opportunities by a variety of mediums to assure adequate marketing message conveyance.

The sales growth of our principals is certain proof of the effectiveness of the BELLON marketing approach.

BELLON...we are Boosters for Better Business!



BELLON

★ sales associates ★

5511 e. 82nd street, suite B
Indianapolis, IN 46250

Call: 800-257-1107

“the reps you can bank on”

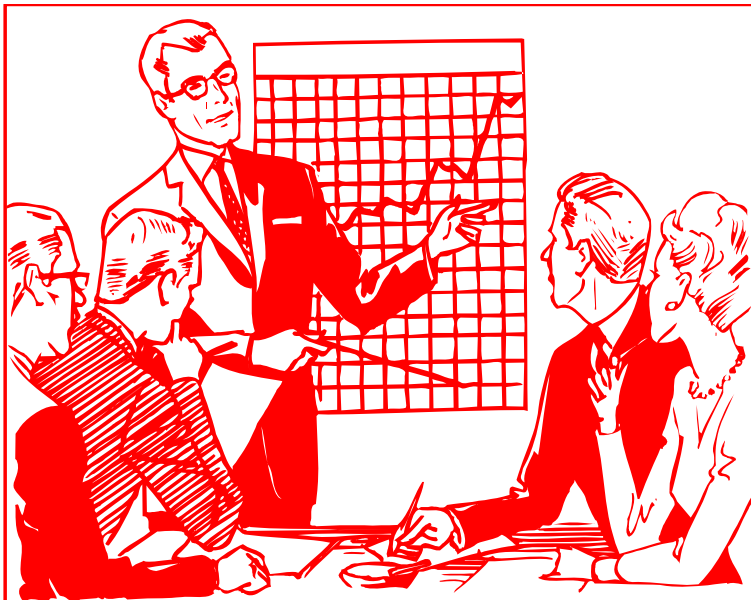
BELLON PERFORMANCE



BELLON performance is measured best at the bottom line – the cash register! In the last analysis, it's increased profitable sales volume which counts.

Here's some partial proof of performance at BELLON...

For a more detailed account of what BELLON may be able to do for you in the Central Midwest market and to discover what BELLON can do for you...call 800-257-1107 today!



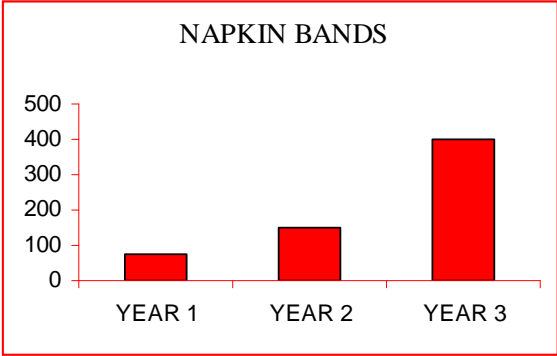
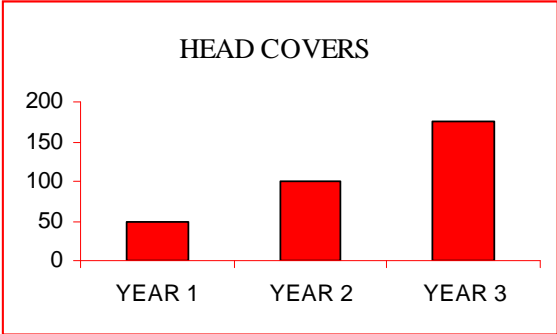
BELLON

★ sales associates ★

5511 e. 82nd street, suite B
Indianapolis, IN 46250

Call: 800-257-1107
"the reps you can bank on"

BELLON PERFORMANCE



BELLON

★ sales associates ★

5511 e. 82nd street, suite B
Indianapolis, IN 46250

Call: 800-257-1107
"the reps you can bank on"

BELLON PROVINCE



BELLON'S province is located in the heart of the important multi-billion dollar market of the Central Midwest. We cover the regions of Indiana, Kentucky and Ohio.

The BELLON offices in Indianapolis are strategically located for the most efficient and complete coverage of this growing market.

BELLON Builds Business ... YOURS!



BELLON

★ sales associates ★

5511 e. 82nd street, suite B
Indianapolis, IN 46250

Call: 800-257-1107

“the reps you can bank on”

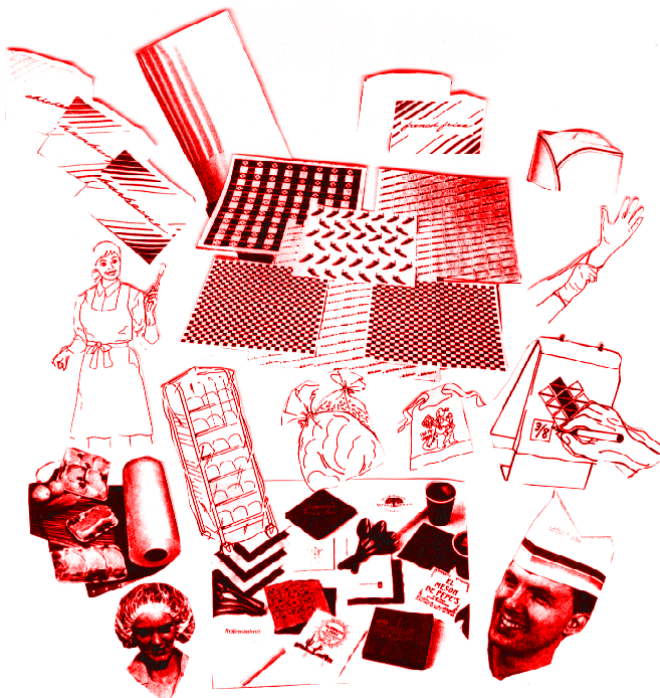
BELLON PRODUCTS



BELLON products are carefully selected for best quality, competitive pricing as well as delivery.

BELLON specializes in representation of disposable food packaging and allied products. A general listing of the products marketed by BELLON are:

- ✓ Disposable Aprons and Bibs
- ✓ Disposable Gloves
- ✓ Paper and Plastic Cups
- ✓ Napkin Bands
- ✓ Folding Boxes
- ✓ Hairnets
- ✓ Disposable Headwear
- ✓ Paper and Plastic Bags
- ✓ Coasters
- ✓ Meat and Produce Film



BELLON

★ sales associates ★

5511 e. 82nd street, suite B
Indianapolis, IN 46250

Call: 800-257-1107

“the reps you can bank on”

BELLON

PROFESSIONALISM



BELLON'S professionalism is achieved by constant study. We attend seminars as well as give customer seminars. Principals' plants are visited in order to upgrade our expertise in the newest aspects of manufacture and marketing of their products.

Also, BELLON is a member of these professional organizations to help us achieve the goal of being the most productive sales agency in the Central Midwest...

Association Memberships:

- ✓ Manufacturers Agents National Association (MANA)
- ✓ Manufacturers Representatives of America (MRA)
- ✓ Restaurant and Hospitality Association of Indiana
- ✓ International Sanitary Supply Association
- ✓ Better Business Bureau



BELLON

★ sales associates ★

5511 e. 82nd street, suite B
indianapolis, IN 46250

Call: 800-257-1107

“the reps you can bank on”

BELLON RELATIONSHIPS



BELLON works with all viable distributors and end users in our territory large and small. From distributor sales meetings to individual end user sales calls, to distributor sales person work-with's, BELLON is out in the field promoting our disposable product lines each and every day. Here is a *partial* list of some of the more significant relationships we have built over the years, which continues to grow each year...

Acorn Distributors
American Stationery
Atlas Restaurant Supply
Avalon Distribution
B&B Foods
BH Gardner
Bakemark
Baumann Paper Company
Berk Paper
Brown & Pratt
Brown Foodservice
BUNZL (Indianapolis, Louisville and Paducah)
C&K Manufacturing
Clark Foodservice (South Bend and Louisville)
Clark Products
Clark Restaurant Service
CRC Products
CRS OneSource
Date Label Corp.
Dean Supply
Delco Foods
Farmboy
General Sales Company
Gordon Foodservice – ID
Petter Supply
HP Products

Indiana Concession Supply
Joshen Paper Company
Kellermeyer
Maines Paper
Marsh Supermarkets
McConnell & Son
McFarling Foods
National Emblem Sales (American Legion)
Ohio Farmers
Orr Safety Corp
Paper Products Company
Pollak Distribution
Salem Foodservice (Frozen Foodservice)
Somerset Foods
Southern Food Systems, Indianapolis
Southern Foods, Bowling Green
Stanz Foodservice
Steak N Shake
SYSCO Foodservice (Indianapolis, Louisville and Cleveland)
Travel Centers of America
Tri-State Paper
Unisource
US Foodservice (Indianapolis, Paducah and Cleveland)
Wabash Foodservice
XpedX

...Just to name a few

Note -This is not a complete customer list, for more details contact...



BELLON

★ sales associates ★

5511 e. 82nd street, suite B
indianapolis • IN • 46250

Call: 800-257-1107

“the reps you can bank on”

BELLON RELATIONSHIPS



BELLON works with all our manufacturer clients on a day to day basis to further the growth and market penetration of the product line. You can count on BELLON for results! Here are a few of our current clients that call BELLON when it comes to the marketing and sales of their product lines in Indiana, Kentucky and/or Ohio...



BEVERAGE COASTERS, INC.



Handgards®

CELLUCAP®
M A N U F A C T U R I N G

polibak®
PLASTICS (AMERICA) INC.



BELLON

★ sales associates ★

5511 e. 82nd street, suite B
indianapolis • IN • 46250



Call: 800-257-1107

“the reps you can bank on”

BELLON

★ sales associates ★

5511 e. 82nd street, suite B
Indianapolis, IN 46250



FACILITIES BROCHURE

BELLON "the reps you can bank on"