



Mackellar

INCENTIVE MARKETING

Your Partner For Apparel & Promotional Products





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Corporate Objective

To provide solutions for promotional and marketing needs while focusing on continued superior service, growth opportunities and innovation for our customers, principals and employees.

To provide customers with:

- Creative and innovative solutions to marketing programs
- Competitive pricing
- Unparalleled Customer Satisfaction

"To get the job done right from the start."



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Mackellar Offices



Rochester Hills, MI
(Corporate Offices & Manufacturing)

Additional office locations:

New Albany, IN

Grand Haven, MI

Columbus, OH



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85 Years of History



Malcolm MacKellar
Founder 1923

Mackellar Associates, Inc. was founded in 1923 when Malcolm MacKellar began his agency representing two woolen mills selling woolen body cloth, upholstery and headliners to the automotive industry. His eventual customers included Packard Motor Company, Studebaker and the "Big Three". The corporate offices were located in the historic General Motors Building in Detroit, Michigan.

At that time MacKellar Associates was a one-man sales operation with one secretary. This small but efficient operation continued for over 20 years and developed a reputation of honesty, integrity and excellent service.

In the mid 1940's Malcolm's two sons joined the organization. As the company grew, MacKellar Associates reputation for hard work and excellent service allowed for expansion into injection molded plastics and decorative metal parts for the automotive industry. Larger quarters were required to handle the growing staff and the offices were moved from Detroit to the Congress Building in Southfield.

After several years, the third generation joined the family business. Again, expansion was required and the offices were moved to Birmingham, Michigan. In 1988, the offices were moved once again to Bloomfield Hills, Michigan and subsequently added satellite sales offices in Grand Rapids, Michigan and Columbus, Ohio. Today, our corporate headquarters is located in Rochester Hills, Michigan.



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MacKellar Associates' Future



Glenn A. MacKellar
Retired President and CEO



Stephen W. MacKellar
Current President and CEO

To compliment some of the products, Burro Graphics was purchased in 1987. Renamed MacKellar Incentive Marketing, the company is a screen printing and embroidery plant located in Rochester Hills and serves corporate incentive programs.

In 1989 the fourth generation joined MacKellar Associates and an additional office was opened in New Albany, Indiana.

With the globalization of the automotive industry in the 1990's, it became necessary to include coverage in Mexico and Europe making MacKellar Associates a global company. Soon after two additional divisions were created which offered personalized blankets and yarn distribution out of the MacKellar Incentive Marketing manufacturing facility.

In 1999 MacKellar started the MacKellar Automotive Division - offering automotive embroidery and screen printing on seat backs, floor mats and door panels. To ensure the highest quality product produced from our manufacturing facility, in December 2003 MacKellar Automotive and MacKellar Incentive Marketing were awarded certification and became ISO 9001 Registered!

From a one sales person agency to four generations, with manufacturing capabilities, three regional offices and several diverse divisions, we are committed to servicing both our principals and our customers while continuing to expand the company into future generations.



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Profile

- Privately owned and operated
- In-house digitizing, creative art services, embroidery and screen printing
- Experience in large scale apparel programs
- Volume discounting on apparel and rebate programs for larger scale users. Customized to your needs.

With in-house digitizing, embroidery and silk screening, MacKellar Incentive Marketing is in control of every aspect of your wearables order.

What does that mean for you?

- Consistent and quality work with every order
- In a time crunch, MacKellar Incentive Marketing can meet your deadline.



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Solutions

Promotional Ideas

Apparel

Uniforms

Golf & Sporting Items

Awards & Plaques

Electronics

High-end Items





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Manufacturing Facility



Focused on continued superior service, MacKellar has invested in state-of-the-art equipment for our manufacturing facility.

Located in Rochester Hills, our 9,000 square foot plant produces exceptional embroidery and screen printing.



Mackellar Tools of the Trade

- (3) 12-head embroidery machines
- (1) 6-head embroidery machine
- (1) 8-head automatic press
- (3) 6-head manual press



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ISO 9001:2000 Certified

Conforming to industry's high standards, MacKellar Incentive Marketing is ISO 9001 Certified!

Our corporate objective is to produce the best quality product for our customers. We have methods in place that will ensure your order is done exactly the way you want it...the first time!





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Employee Apparel Programs

MacKellar Incentive Marketing warehouses pre-paid inventory. Per email or fax requests order is filled and shipped directly to any franchise across the country.

- * Pre-selected apparel is ordered by employees
- * Fulfillment of orders
- * Distribution via UPS shipment to employee homes or work

Regardless of the size of your organization, MacKellar Incentive Marketing developed a program that reduces the need for corporate involvement and gives your organization the confidence that the goods will be manufactured, tracked and delivered correctly. What was once considered a nightmare has been made a dream come true from MacKellar.

If you need apparel monthly, we have a convenient plan that's competitively priced. As a service to the customer, we prepare and email complete inventory reports weekly. As agreed to by the customer, inventory is either automatically replenished or requested by the company.



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Web Fulfillment

MacKellar Incentive Marketing is excited to be screen printing licensed merchandise for a major cable channel. Each article is custom tagged plus packed in poly-bags and used to fulfill on-line orders.

The customer requested that we produce all of the custom merchandise for a popular show. We prototyped the goods and worked with the customer to develop a program that allows immediate fulfillment of any on-line product they offer. This process allowed our customer to work in conjunction with their advertising agency to create sales opportunities for the apparel.

We are proud of our affiliation with this cable channel and we are currently working on cloning this program for other shows on the network.





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Value Added

Not only does MacKellar Incentive Marketing provide outstanding customer service, we offer services that take the pain out of doing business.

Specialized order forms

Collation of orders

Reporting

Orders taken on-site for employees

Orders individually packaged

Drop shipping

Professional packaging done in-house

Bar coded tags

Web-enabled company store

Warehousing product



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Contact Information

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