



ProfitLink At-A-Glance

Positioning:

ProfitLink helps companies improve their operating profits by offering consulting services, supported by a unique product toolkit to speed results. Over the last 5 years, ProfitLink has helped clients increase their profits by over \$300 million, delivering ROI in excess of 7 to 10 times fees within 12 months in North American and European markets.

Key Message:

ProfitLink helps companies develop lasting operational improvements that are

- clearly measurable on the bottom line
- begin showing results in the first quarter
- not dependent on new technologies

Industry Focus:

ProfitLink has a wide range of capabilities across industries, with particularly deep expertise in manufacturing and distribution industries. Client sizes range widely.

ProfitLink's recent clients include:

- Sappi Fine Papers, Ltd.
- F.X. Coughlin, Inc.
- Fort James Corporation
- Kaman Industrial Technologies
- Packaging Corporation of America
- The John Roberts Company
- Anoka Ramsey Community College
- Master Graphics Inc.
- El Paso Gas, Inc.
- Zurich Insurance
- Pechiney Plastic Packaging
- Pactiv Corporation

Capabilities:

ProfitLink delivers results through a system of integrated products and services tailored to the specific profitability needs and organizational style of its clients.

Specifically, ProfitLink offers:

Discovery tools that uncover hidden improvement opportunities inside all areas of the organization.

Team based implementation systems that deliver results quickly while providing a sustainable, repeatable process for long-term use.

Tracking systems that drive the pace of improvement work and link the results to the financial statements-proving the results are real.

Leadership alignment processes that help management focus on profitable improvement opportunities and managing their implementation.

Survey and benchmarking products that increase customer and supplier involvement in increasing profits.

ProfitLink currently serves clients in the United States, Canada, and Europe.

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