

Clark Connection

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Image Enhancements, Upgrades and Redesigned Website

In the last several months, Clark Brands has implemented a number of enhancements to its image and programs designed to move the Clark brand into the next decade and beyond. Known as *Image 2010*, this comprehensive initiative includes the following improvements:

Updated Dispenser Graphics

Clark has updated its dispenser graphics by creating new valance graphics. The new graphics are more visually appealing and prominently feature the Clark logo.

The new valance graphics are being produced by LSI Graphic Solutions *Plus*, Clark's primary image partner, and are available to Clark Licensees immediately.

Partnership with Couch & Philippi

Clark has entered into a vendor partnership with Couch & Philippi to produce its patented pre-printed and fabricated DoorSkins, which are simple and easy for customers to install. The Clark DoorSkins offer licensees and dealers a simple, low cost alternative to vinyl and look great. They are designed to re-image the lower doors of

most dispensers in the industry today. They don't require special installation and can be installed at minimal to no cost by company employees.

A Redesigned Website

The new Clark Brands website, found at www.clarkbrands.com, features a comprehensive and user friendly design that is easy to navigate and contains information helpful to Clark's Customers, Licensees and their Stores.

By visiting the website, customers can find Clark home office contact information, learn about Clark History, view recent Press Releases and Newsletters or apply for a Clark MasterCard or Fleet Services Card.

Clark Licensees and Stores will find the website especially user-friendly. Many of the forms they need on an everyday basis can be downloaded from new site, including image information, media kits and information about Clark's Marketing Programs such as Uniforms, Four Corners Coffee and C-Buying for Clark. The site features links to all of Clark's Preferred Suppliers, who can be accessed through the website.

Prospective Licensees can review our Image and Marketing Programs and can learn more about Clark's Brand Licensing Program. Interested and prospective customers can contact Clark quickly and easily through a link on the website.

More Elements of Image 2010

Additional elements of the *Image 2010* initiative include:

- A new Uniform program introduced in late 2008 in partnership with Corporate Images.
- An Image Refresh program for "legacy" Clark locations which will be fully rolled out in late 2009
- An Appearance and Inspection Program

Look for more information about our new programs in the near future.

If you need information on any of the new Image Enhancements, please visit our website at www.clarkbrands.com or contact your Clark Brands Account Manager.



Preventing Chargebacks

It is essential that you always obtain an authorization when processing credit card transactions. When prompted by your point of sale (POS) device to call for Voice Authorization, you must call the appropriate credit card authorization phone number.

If your POS device does not provide a phone number for you to call, it can be found on the Payment Methods Reference Card or in the Payment Methods Manual. (Please contact your Licensee or Supplier if you need either one of these items.)

PLEASE NOTE: If you do not call the credit card authorization phone number to obtain the proper authorization code, the transaction has a high likelihood of being charged back. The authorization code is not printed on the card and the customer cannot provide this code. The authorization code can only be obtained by calling the proper phone number.

**Need more Fleet Applications?
Please Call:
877-244-1321,
option 3**

Fleet Card – New Directory and Sales Kits Available

Clark Brands has introduced several new tools to help you attract and capture more fleet gallons for your stores.

New Directory Available

First, we want existing Clark Fleet Services customers to know where they can use the card. All Clark Fleet Services Card customers have received the first edition of a new directory listing the Clark branded gas stations in 28 states where the Clark Fleet Services Card can be used. The directory will be updated and mailed to fleet customers every six months and is a handy reference for Clark Brands' fleet customers to direct their fleet vehicles to your stations when they need to purchase fuel.

Sales Kit For New Clark Stores

We have created a sales kit to help new Clark-branded stores effectively launch the Clark Fleet Services Card at their locations. Every new branded Clark store that joins the Clark brand after February 1st will receive the comprehensive kit, which contains all the marketing tools they need to begin promoting the Clark Fleet Services Card to commercial customers.

Marketing tools included in the kit are POP pole signs and pump violators, laminated instruction sheet for employees and managers on how to sell the Clark Fleet Services Card, frequently-asked questions and answers, fleet lead



referral forms, and stickers for store employees to wear that promote the Clark Fleet Services Card.

Marketing Materials Available to Existing Clark Stores

Additional POP Collateral is now available in limited quantities at no cost for current Clark branded stores. Choose from weather-proof **Pole Signs** and **Pump Violators** that prominently display both the Clark Fleet Services Card and the Wright Express Card.

To order POP materials, please contact your Licensee for a "Fleet Card Acceptance Collateral Order Form." WEX will then ship the selected POP collateral directly to the address provided on the form.

Promoting fleet card acceptance makes great business sense for you. It helps you increase repeat fleet business and margin dollars both inside and at the pump!

Fleet cards deliver the following benefits that your fleet customers want and need:

- Wide Acceptance
- Detailed Statements with Vehicle Level Reporting
- Security Features Fleet Customers Need
- Innovative Web-based Management & Reporting Tools
- The Ability to Build a Customer-Tailored Clark Fleet-Location Network
- Low Cost

Start promoting the Clark Fleet Card at your location today!

New Media Kit Now Available!

Clark Brands has developed a new Media Kit designed to help Clark Branded Licensees promote and advertise their Clark branded retail sites. The new Clark media kits have been sent to all Clark Branded Licensees.

Clark Brands' new Media Kit is designed as a group of tools that Clark Licensees can use to help attract existing and new customers to their

Clark branded stores and help improve both sales at the pump and at the pump and inside their stores.

The Media Kit includes Ad Slicks, Banners, Billboards, Logos, Mailers and Generic Press Releases. Materials can be customized to fit the business needs of each Clark Licensee. In addition, Clark Licensees can access

and download media kit materials on Clark's website at www.clarkbrands.com.

Media Kits will be given to all new Licensees going forward at their Orientation Meeting.

If you need another Media Kit CD, please contact Kerri Ciesla at (630) 355-8918 x 13 or kciesla@clarkbrands.com.

Sign Up NOW for the Clark Gift Card Program!

Clark Brands is pleased to introduce and endorse the **Gift Card Program powered by RBS WorldPay**. Over the past year, we have worked closely with RBS to help them design a single store Gift Card program with pricing, features and benefits only available to Clark customers.

This is a great time to differentiate your store from the competition and the **Gift Card Program** can do just that. Here are just a few of the features of your **Gift Card Program**:

- Gift Cards are activated and redeemed at your store only
- The cash stays in your register
- A great way to lower



your credit card costs

- Accepted at the pump for Ruby Verifone POS devices
- No separate devices for Ruby and Omni devices
- Low cost of entry

Gift Cards can help your store grow its business by increasing sales, retaining customer loyalty, generating additional store and pump traffic and advertising your business in your local community.

The program is administered by RBS WorldPay and endorsed by Clark Brands. You will contract with RBS WorldPay to participate in the **Gift Card Program** at rates only available to Clark customers. Additionally, when you sign up for the **Gift Card Program**, you will also get everything that you need to get started promoting the program – Marketing Materials (Pumptoppers, Pay at the Pump “Star Bursts” and Window Decals), Training Materials, Frequently Asked Questions and Quick Reference Guides.

For more information, contact your Sales Manager, or contact RBS WorldPay at 1-866-343-0111 to sign up now!

Welcome New Customers!

The following companies have joined the Clark Family since our last newsletter was published:

C.F. Fick and Sons
Located in
Grayling, MI

Corrigan Oil II Company
Located in
Brighton, MI

Green Hill Service, Inc.
Located in
Nashville, TN

Hadi Group
Located in
Dearborn, MI

PAP Oil
Located in
Tipp City, OH

Saco, Inc.
Located in
Edwardsville, KS

Spencer Oil Company
Located in
Roseville, MI

Wonnenberg, Inc.
Located in
Bismarck, ND

We are excited to have you join the Clark Family and look forward to working with you!

Clark Brands, LLC

1601 Bond Street
Suite 103
Naperville, IL 60563

PHONE:
(630) 355-8918

FAX:
(630) 355-8923

E-MAIL:
customerservice@
clarkbrands.com

We're on the Web!

Visit us at:

www.clarkbrands.com

Four Corners...What's Brewing??



Seasonal Schedule

Spring/Summer – White Chocolate Raspberry (March 2nd – July 31st) Fall – Pumpkin Spice (August 1st – November 1st)

Now Available All Year

Bananas Foster
Banana, Brown Sugar, Vanilla and Butterscotch all Blended Together

White Chocolate Raspberry
A Combination of Creamy White Chocolate and Raspberry

Maple Butterscotch
The flavors of Hazelnut, Butterscotch and Carmel Combined

**To Start Brewing Four Corners Coffee at Your Location,
Please Contact Your Licensee and Get Started Today!**

CLARK BRANDS, LLC

1601 Bond Street
Suite 103
Naperville, IL 60563