

The Interlocal Purchasing System

Purchasing Made Personal



Printed 18 July 2024

www.indeal.org

Indeal Inc

EMAIL PO & VENDOR QUOTE TO: TIPSPO@TIPS-USA.COM PO AND QUOTE MUST REFERENCE VENDOR TIPS CONTRACT NUMBER ATTACH PO AS A PDF - ONLY ONE PO (WITH QUOTE) PER ATTACHMENT

| | <u>PAYMENT TO</u> | <u>TIPS CONTACT</u> |
|---------|-------------------------|-------------------------|
| ADDRESS | 1120 Pinellas Bayway S. | NAME Charlie Martin |
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DISADVANTAGED/MINORITY/WOMAN BUSINESS ENTERPRISE: N HUB: N

SERVING STATES

AL | AK | AZ | AR | CA | CO | CT | DE | DC | FM | FL | GA | HI | ID | IL | IN | IA | KS | KY | LA | ME | MD | MA | MI | MN | MS | MO | MT | NE | NV | NH | NJ | NM | NY | NC | ND | OH | OK | OR | RI | SC | SD | TN | TX | UT | VT | VA | WA | WI | WY | PR

Overview

Who We Are

INDEAL is a 3rd party growth engine for the contract furniture industry. Helping Dealers, Brands, and Independent Reps Activate strategies, Connect with solutions, and Grow their business is what fires us up!

What We Do

Providing market intelligence, inspiration, and innovative resources, INDEAL addresses the biggest roadblocks that industry Dealers, Manufacturers (aka Brands), and Independent Reps face. From tools that help Dealers simplify processes and add to their bottom line to opportunities that enable Brands to achieve higher visibility and increase speed to market, the solutions we deliver are driven by the needs of our Dealer Members and Brand Partners.

How We Do It

Our Three-Phase Strategic Process:

- Phase 1: ACTIVATE (Provide insight-driven strategic planning)*
- Phase 2: CONNECT (Engage tools, resources, and relationships)*
- Phase 3: GROW (Report analytics, measure success, and refine tactics to optimize results)*

Why We Do It

We love this industry! We believe it's at a crossroads and that we're perfectly positioned to lead it in a new direction. Our purpose is to redefine the industry landscape, not just as a participant, but as a guiding force that helps shape its future. We're committed to bringing innovation, efficiencies, and a fresh perspective to every aspect of our work, contributing to the growth and evolution of the industry we're so proud to be a part of.

Rationale for Our Public Sector Programs

From tools designed to enhance brand management and operational efficiencies for our 750-strong Dealer Member network, to growth strategies aimed at elevating Brand Partner visibility and expediting speed to market, INDEAL is dedicated to empowering our Members and Partners with the essential resources for success.

Our Public Sector focus extends to three critical areas:

1. Many Brands with their own contracts struggle to gain traction, often due to a lack of ongoing support. We recognize this issue and are committed to identifying and addressing it.

2. The strength of an INDEAL public sector contract lies in our extensive Dealer network. We have the capability to seamlessly integrate virtually any Dealer that a Brand wishes to partner with, maximizing reach and impact.

3. The INDEAL Continuity Program is fundamental. Recognizing that small Brands may lack the resources to effectively manage and utilize contracts, we provide invaluable support and guidance to ensure optimal utilization and long-term success.

Moreover, by expanding our reach into the public sector program, we aim to forge collaborative partnerships with public agencies, leveraging the vast demand for contract furniture and ancillary products within our Dealer Member network.

AWARDED CONTRACTS "View EDGAR Doc" on Website

| Contract | Comodity | Exp Date | EDGAR |
|-----------------|--------------------------------------|-----------------|------------------------------|
| 240301 | Furniture, Furnishings, and Services | 05/31/2029 | See EDGAR Certification Doc. |

CONTACTS BY CONTRACTS

240301

| | | | |
|-------------|---------------|----------------|-----------------------|
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