



To Our Valued Customers,

We are happy to announce that as of January 1, 2019 Badger Office City (“Badger”) and Complete Office of Wisconsin have teamed up to become one of the largest distributors of office products, janitorial products, business machines and related services, and office furniture throughout the State of Wisconsin. We will conduct business under the Complete Office name and now with combined operations in Milwaukee, Madison, Wausau, Appleton, Manitowoc and Sheboygan, Complete Office of WI will be well positioned to provide outstanding local customer service to our valued customers. For decades, both companies have been providing exceptional customer service at competitive prices, and we will continue to extend these services and benefits well into the future.

We anticipate this merger will be seamless and will benefit all involved, including our customers. We have included some questions and answers we believe will be helpful, and will give you a better understanding of the plans for the combined organization - Complete Office of WI.

This is a very exciting time for all involved and we look forward to providing you the outstanding service you have come to expect from both organizations.

Thank You,

Ronald J. Beam
President
Complete Office of WI

Enclosure

Customer Questions and Answers Regarding the Purchase of Badger

Who is Complete Office of WI and Complete Office?

Complete Office of Wisconsin started as Bubrick's Office Supply which was founded in 1975 in Germantown, Wisconsin by Howard Bubrick. Bubrick's grew to over \$11 million in sales by 2006 with 33 employees. During 2006, Bubrick's Office Supply was sold to a group of industry executives and became Complete Office of Wisconsin. In 2017 the Company was sold once again. Since 2006, the Company has grown quite rapidly with projected, combined sales of nearly \$85 million and 230 Wisconsin based employees!

Complete Office of Wisconsin has sister companies in the Pacific Northwest with operations in Seattle, Spokane and Boise (Complete Office of Washington) and Southern California with operations in San Diego and Orange County (Complete Office of California).

Combined, the Complete Office family of companies are one of the largest distributors of office furniture, office supplies, janitorial supplies, break-room supplies, print, and business machines and related services in the country. The acquisition of Badger Office City will allow us to strengthen our position in the State of Wisconsin even more.

Why did the owner of Badger Office City decide to merge with Complete Office?

By merging Badger with Complete Office of WI, we gain additional resources to grow and expand our business. Complete Office of WI is arguably the largest office products and office furniture company in Wisconsin, and has grown its business by offering excellent service, competitive pricing, and a knowledgeable professional staff. Merging with Complete Office of WI will allow Badger to continue to provide all this to its very loyal customers.

The industry is also changing rapidly. For instance, our primary wholesaler (Essendant) that we rely upon to provide products and a fair amount of our marketing materials is being acquired by our largest, national competitor – Staples. That acquisition is expected to close early in 2019.

Will I get the same pricing?

YES. Your pricing with Badger will be maintained by Complete Office of WI. You will continue to receive the same excellent prices you have received from us in the past.

Will the name change?

YES. As of January 1, 2019, the name Badger Office City will be changed to Complete Office of Wisconsin.

What about my catalog - do I need to change it?

Yes. As a result of that pending acquisition by Staples noted above, we will send new catalogs to all current customers in mid to late January or your salesperson will deliver one for you. This all-encompassing catalog will, without a doubt, be able to supply all your office product, janitorial, break-room, office furniture, and printing service needs.

What about my rep - will the same person still be calling on me?

In almost all cases, the rep who has been calling on you will remain the same with the same phone number. We may realign territories of some reps for the convenience of both the rep and the customers. If this does affect any customers they will be notified.

Will I still work with the same people in Customer Service?

YES. Complete Office of WI plans to utilize the same Customer Service people who have made Badger the success it is today.

What about delivery? Will I still get my office products delivered next day?

YES. Complete Office of WI will continue with the same next-day service offered by Badger. In fact, beginning in February of 2019 we plan on servicing a large majority of Badger customers with Complete Office of WI's delivery trucks and drivers. These drivers are dedicated drivers you will get to know on a first name basis over time, as is the case with your salesperson. Today nearly 90% of Complete Office of WI's office product deliveries are completed using company delivery vehicles with company drivers.

What about my copier service contract and related service technician?

All service contracts are being assumed by Complete Office of WI and are in full force as though nothing has changed. The same service technicians will provide the same superior level of service and support they always have.

What about our billing and billing terms?

Initially Complete Office of WI will utilize Badger's computer system and you can expect to see the same information as you currently receive. Invoices subsequent to December 31, 2018 should now be remitted to:

*Complete Office of WI
PO Box 640
Germantown, WI 53022*

What if I place orders using the Internet? Will that change?

Yes. Eventually your Internet orders will be processed utilizing a different e-commerce system Complete Office of WI has been using for years. During January 2019, your salesperson and an e-commerce specialist will work with you to establish a new username and password, on this new site, and conduct any training necessary.

Will the products I am used to getting from Badger be different?

As noted earlier, the pending acquisition of Badger's primary wholesaler by Staples will mean there will be a few changes in product names and brands. That being said, a majority of the products you order will remain the same, and those changing will have a more than acceptable substitute. The products that will be different are mostly the "house" or "generic" brands. Our entire sales force and customer service reps will continue to work with you in finding the best and most cost effective office products, janitorial supplies, break-room supplies, and office furniture.