



## Attachment 07 OFFEROR RESPONSE WORKSHEET

Offeror must provide complete and succinct responses to each item below. **Insert your responses into this worksheet directly below each question or prompt.** While supplementary marketing materials are neither requested nor desired, Offeror should provide all information necessary to demonstrate Offeror's ability to meet the requirements of this RFP and the RFP's Scope of Work.

### I. RESPONSE TO MANDATORY MINIMUM PROPOSAL REQUIREMENTS

To be considered for evaluation, Proposal must contain each of the following:

- Categories of Products and EPP (Attachment 02)
- Offeror Information, Acknowledgements, and Certifications (Attachment 06)
- Offeror Response Worksheet (Attachment 07)
- Percentage off List (Attachment 08)
- Market Basket (Attachment 8-1)
- Proposed Deviations to Sample Master Agreement (Attachment 09)
- Redlined Sample Master Agreement, if applicable (Attachment 04)
- Claim of Business Confidentiality (Attachment 10)



### **Executive Summary**

Lawson Products is pleased to respond to NASPO ValuePoint Facilities MRO and Industrial Supplies RFP. Since our last response, Lawson Products has invested extensively in the government segment by expanding our department and systems where we can provide a competitive response inclusive of dedicated state specific government managers and local representatives to implement this contract. Lawson Products has the ability to meet the needs of the NASPO ValuePoint members covering all 50 states and the U.S. territories. We are looking forward to expanding our relationship with NASPO ValuePoint through this RFP.

Lawson Products has developed a customized offering tailored to the State and Local government customers. By choosing Lawson Products, you will benefit from industry-leading maintenance engineered products, cost savings, expert technical support, visibility, and accountability into spend on a strategic level.

We work to make your operations more efficient and productive, allowing end-users to stay focused on the tasks that are most critical to your operational success.

Our proposal offers a comprehensive approach by integrating the following elements into a cohesive, cost-reducing procurement program:

- A complete line of maintenance, repair, and operations products
- Specialized pricing for your unique items including freight inclusive on standard shipping
- Vendor Managed Inventory (VMI) or Customer Managed Inventory (CMI) programs
- Proven strategies that reduce product and process costs
- Superior distribution capabilities through our low-cost, strategic network
- Flexible reporting and billing options
- A relentless focus on continuous improvement, best practices, and quality assurance

Lawson Products is more than a supplier: our goal is to be a true business partner. We are committed to developing innovative solutions that will result in long-term benefits for you and your members.

Thank you for giving Lawson Products the opportunity to demonstrate our capabilities. If you have any additional questions, please do not hesitate to contact me directly.

Best Regards,

*Ellen Holditch*

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## II. RESPONSE TO DESCRIPTION OF PRODUCTS AND SERVICES

- A. Attachment 2, Categories of Products and EPP. Offeror must complete the attachment.
- ~~B. Describe Offeror's plan for providing the Products and EPP (if applicable) identified in Attachment 02.~~
- ~~C. Provide evidence of Offeror's ability to provide the Products and EPP (If applicable) identified in Attachment 02.~~
- ~~D. Describe Offeror's ability to fulfill Contractor Responsibilities and Tasks identified in the Description of Products and EPP, Attachment 02.~~

### Submitted

## III. RESPONSE TO TECHNICAL CRITERIA

- A. **Description of Products.** Offerors shall provide a full detailed description of their company and the products offered related to this solicitation. The Offeror shall provide a description of its ability to provide the products, supply chain distribution, stock items, outages notifications, environmental efforts within the company, geographic availability, etc.

**Products:** Lawson Products carries the following MRO products: fasteners, electrical, janitorial, material handling, plumbing, hand tools, power tools, parts washing, lighting, security, paint, fluid power, shop supplies, storage equipment, welding, test instruments, fleet maintenance, uniforms and flame-resistant clothing, pneumatics, hydraulics, cutting tools, abrasives, safety, chemicals, automotive, and more.

**Supply Chain Distribution:** Lawson Products has four distribution centers strategically placed in the United States and several in Canada. The United States sites are:

- Suwanee, GA
- McCook, IL
- Dallas, TX
- Reno, NV

Lawson Products' four state-of-the-art distribution centers provide:

- Shipping 99% of all lines complete within 24 hours.
- Will-call services at each center.
- Ship FOB Destination or freight inclusive for standard shipping.
- Guaranteed next day delivery in an emergency utilizing air freight service.



**Stock Items:** Lawson Products maintains a 98-99% fill rate on stock items and ships 99% of all products within 24 hours from four strategically located distribution centers in the United States.

**Outages Notification:** Customers should expect an average lead time of 24-48 hours from Lawson Products for stock items. Lawson Products, on average, ships 99% of all lines complete, within 24 hours. For items not in stock on date of purchase, most items are replenished in 2-4 business days and shipped within 24 hours of the restock. If an item is out of stock, customer will be notified by their local representative by email and will be given an estimated time of arrival. Lawson Products does not force substitutions on items if they are not available, however alternative items could be suggested if the customer is interested.

**Environmental Efforts with the company:** Lawson Products embraces the incorporation of sustainable business practices which increases our operational effectiveness, can decrease costs, and promotes a positive corporate culture. Lawson Products sustainability core team includes Rick Pufpaf, VP, Compensation & Benefits and Chief Compliance Officer, Heather Buck, Senior Director, Technical Services and Product Information Management, and Nick Del Vecchio, Manager, Safety.

Through a broad mix of initiatives, Lawson Products is increasingly focused on how to operate more visibly as a "green" company. Lawson Products has introduced an environmentally friendly product line, employed innovative reclamation techniques and products to keep hazardous materials out of landfills, and promoted recycling and environmentally friendly cleaning practices across its business locations.

Over a six-month period, Lawson Products disposed of 2,000 boxes of old files that were shredded and recycled. That spared 150 skids worth of material from going to the landfill and avoided waste removal costs. Lawson Products also took part in the removal of 60 dumpsters of materials at no cost to our company. Lawson Products achieved these results by establishing three major recycling projects:

1. Corrugate: removing 12 tons from one location in less than four months and loading this material into bins that our Receiving Department then unloaded and recycled in the Corporate Warehouse.
2. Paper: removing 36 skids from the old print shop that were hauled away at no cost to Lawson Products by a local recycling company.
3. Miscellaneous items: disposing of thousands of old files, papers, boxes, and obsolete or unused equipment and aluminum and plastic recycling.



Lawson Products has partnered with UPS for inbound and outbound shipping and transportation practices. UPS has an established documented Environment Policy. In an effort to maintain a leadership role in protecting the environment, UPS continually strives to improve technology and environmental performance. All their people are responsible for pollution prevention, resource conservation and compliance with applicable environmental laws and regulations. Lawson Products selected UPS as our preferred carrier because of their position on environmental practices.

Lawson Products complies with current regulatory and government agency requirements and follows a documented environmental policy and guidance statements to meet specific sustainability objectives.

Lawson Products is cognizant and endeavors to promote environmental sustainability goals that help position our company to succeed in an increasingly resource-constrained world. Lawson Products' sustainability standards for products are based on life cycle research and are developed in an open and transparent stakeholder process.

**Geographical availability:** Lawson Products services all 50 States, US territories, and Canada.

**Other:** Lawson Products services over 80,000 public and private sector customers in the areas of vehicle and automotive repair, manufacturing equipment repair, facility maintenance, food processing, construction, oil and gas, mining, public safety, state, local, education agencies, and others.

Lawson Products has a team of local sales representatives that service customers by providing customer service, solutions as well as the ability to manage and stock inventory on-site for state and local government entities.

## B. Company Information

1. **Company History.** Provide a brief history of your company, including the year of its founding and any material acquisitions or mergers in which it has been involved.

Lawson Products was founded in 1952 by Sidney L. Port. After early careers as a publisher and an attorney, Mr. Port joined his father-in-law's company, Lion Auto Parts. During his rise to executive vice president there, he recognized an opportunity and confirmed its potential by first selling fasteners out of the trunk of his car. At the age of 40, with a \$25,000 loan, Sid Port opened Lawson Products in a storefront on South Indiana Avenue in May of 1952. Mr. Port named Lawson Products after Victor Lawson, owner of the Chicago Daily News and a philanthropist whom he admired, due to his character, business acumen, and generosity. Lawson Products went public in 1970 allowing Sid Port to retain a highly active role until his death in 2007.



In 2022, Lawson Products officially merged with Gexpro Services and TestEquity under the holding company Distribution Solutions Group. Each of the three specialty-distribution, industry-leading businesses continue to operate independently with three separate leadership teams. Placing them under a single holding company structure allows the leveraging of financial resources, best practices, common resources, and various technology across the platform.

Today, Lawson Products continues to value the entrepreneurial spirit, results-driven attitude, and integrity of its employees and customers. The company continues to evolve, recognizing that now more than ever, success depends on teamwork and being progressive to meet customers' needs.

Lawson Products is a publicly held company traded on the NASDAQ as DSGR.

2. **Company Size.** Identify the number of employees working for your company.

Lawson Products has approximately 1,786 employees, 1,112 field sales representatives, 332 corporate including phone agents, and 342 warehouse employees.

3. **Ownership Structure.** Describe your company's ownership structure.

Distribution Solutions Group (DSG) owns Lawson Products along with our sister companies, Gexpro Services, and TestEquity. Each of the three specialty-distribution, industry-leading businesses continue to operate independently with three separate leadership teams. Placing them under a single holding company structure allows the leveraging of financial resources, best practices, purchasing resources, and various technology across the platform.

**Lawson Products' Senior leadership structure:**

**Cesar A. Lanuza**, President and CEO of Lawson Products

**Ronald J. Knutson**, Executive Vice President, CFO, Treasurer, and Controller

**Tim Hough**, Chief Information Officer

**Gregory W. Wright**, Senior Vice President, Chief Commercial Officer

**Richard Pufpaf**, Senior Vice President, Secretary, General Counsel, and CCO

**Krishna M. Eyunni**, Senior Vice President of Supply Chain

**Susan M. Eaglebarger**, Vice President of Human Resources

**Matt Brown**, Vice President of Sales

**Mike Drinane**, Vice President of Strategic Accounts, Government, and Segment Sales

**Dave Lambert**, Vice President of Controller, Chief Accounting Officer, and Assistant Secretary



**Ben Hensler**, Vice President of Sales Enablement and Operations

4. **Litigation.** List all claims of non-performance or breach from customers in excess of \$5,000, including all pending litigation matters (including civil, criminal, or appellate) or criminal convictions in the past 5 years for the company and all principals. Attach an additional document if necessary.

Lawson Products is involved in legal actions that arise in the ordinary course of business. It is the opinion of management that the resolution of any currently pending litigation will not have a material adverse effect on the company's financial position, results of operations or cash flows.

5. Any additional information about the Offeror's company that could pertain to this RFP, if applicable.

Lawson Products specializes in Vendor Managed Inventory (VMI) from consulting with end users to get the right products at the right stocking level to keep facilities running with minimal downtime. Our VMI helps eliminate out-of-stock situations while improving supply chain performance. Bins and storage cabinets are available if new equipment is deemed necessary. Lawson Products service includes the labor to organize stockrooms and maintains the storage areas as order replenishment is provided.

Lawson Products has dedicated Government Sales Account Managers in addition to local Field Sales Representatives covering all 50 states.

Lawson Products has technical specialists, safety consultants, and engineering support resources that are available at no cost to the end user to help identify potential problems or proactive solutions to the end user. These product specific team members are able to conduct site visits, customized training, and audits.

Lawson Products provides product support for our customers through our Field Sales Representatives, engineering and technical support, and online resources on [www.lawsonproducts.com](http://www.lawsonproducts.com).

### **C. Customer Service**

1. How will the Offeror service a Participating Entity's account if awarded? Does each representative have access to the Participating Entity's account information to best help them?

Lawson Products will be able to service the Participating Entity's account through state dedicated Government Sales Account Managers, Field Sales Representatives, District Sales Managers. Additionally, Lawson Products has a dedicated Government Inside Sales team with a dedicated number (1-800-890-8198) that will assist any entity with requirements, questions, ordering, etc. Lawson Products website is





available 24/7/365 with all of the contract pricing and availability,  
[www.lawsonproducts.com](http://www.lawsonproducts.com).

Each state has a dedicated Government Sales Account Manager, in conjunction, with local sales representation for your day-to-day needs of the participating state's account. Each representative will have access to account information to provide specific product recommendations that best helps agencies.

Lawson Products sales representatives are front-line product and application experts. Our sales representatives are experienced and will identify and evaluate challenges on-site and recommend product solutions and applications. All customers will be assigned a Lawson Products sales representative that is:

- Technically trained
- Operationally trained
- Focused on equipment uptime

Lawson Products has a centralized computer system that allows every point of contact from customer service, sales, and accounting visibility to each Participating Entity's account information, order history, pricing, and all other details for the account.

2. Hours of operation if help is available via phone, a chat function online, etc. 8:00 am to 5:00 PM in EACH time zone would be preferred. Including an emergency contact with phone, email etc. of whom to contact after hours. Include in the response if the Offeror has a dedicated phone line or staffing for government sales.

For all customers, Lawson Products Customer Service department is available Monday through Friday from 7:00 AM – 7:00 PM CST via telephone number 866-529-7664.

The Lawson Products Customer Service Team can address any question, issue, or concern regarding catalog inquiries, ordering via EDI, phone orders, fax orders, special order requirements, order status, special delivery requirements, emergency ordering, and product returns.

Our Customer Service department expectations for responding to customer inquiries via phone or email is within 24/48 hours, depending on the complexity. Via telephone, simple inquiries are answered immediately.

For our government customers, Lawson Products' Government Customer Support Team is available to place orders, help answer specialized contract and





compliance questions, and ensure the requirements of the contract are met by both Lawson Products and participating entities. Lawson Products' Government Customer Support Team is available 6:00 AM to 8:00 PM, CST; Monday-Friday at 1-800-890-8198 or via email [government.sales@lawsonproducts.com](mailto:government.sales@lawsonproducts.com) and fax at 312-267-1734.

After hours support is available through the 1-800-890-8198. Additionally, Government Sales Account Managers will be providing participating entities with their cell phone number for immediate assistance. Lawson Products is available 24/7/365 via our website at [www.Lawsonproducts.com](http://www.Lawsonproducts.com).

3. Describe how Customer Service can assist a Purchasing Entity with finding sustainable and/or other products.

Lawson Products' dedicated customer service team or the field sales representatives are both able to help the purchasing entity identify products or solutions. By using the extensive product knowledge training or the technical catalog, the representatives can help narrow down the product to help the purchasing entity.

In the event, the question is specific to an application or usage, Lawson Products' Technical and Engineering Support Team is available to answer questions. They can also address safety requirements and concerns. In addition, Lawson Products offers safety documentation and reference materials, including SDS, product brochures, wall charts, and how-to videos. Lawson Products' Technical and Engineering Support Team is available 7:00 AM to 7:00 PM, CST; Monday-Friday at 1-866-Lawson-4U (866-529-7664)

4. Describe the Offeror's quality assurance measures for both orders and any other customer service-related quality assurance measures.

Lawson Products has developed a quality management system to better satisfy the needs of our customers and to improve management of our operations. Lawson Products incorporates the Lean methodology, using the 5S process, which reduces waste, minimizes inventory cost, and provides a consistent, efficient, and organized environment for our customers.

Lawson Products is ISO certified. The International Organization for Standardization establishes processes and practices intended to ensure compliance with requirements of ISO 9001:2015. ISO 9001:2015 is an important piece of Lawson Products' Quality Management System which also includes Lean and Six Sigma methodologies. One of the key functions in scope of our ISO registration is quality control.



Although Lawson Products is not a manufacturer, we understand the importance of validating products against set specifications. To ensure that procedures developed from our Lean and Six Sigma methodologies are being followed correctly, internal, and external audits are performed at regular intervals. Lawson Products has a trained staff of internal auditors that perform monthly audits on all quality-related procedures. External audits are performed by our registration company (UL/DQS) twice a year.

With these quality assurance measures; Lawson Products can provide excellent order and shipping accuracy. Currently, Lawson Products' order accuracy from requisition to check is at 99.1%. Order fulfillment accuracy rates are currently trending at 98.8%. In the event of an issue, Lawson Products will correct any errors. The entity should contact our government team for assistance.

5. If there is an issue with an order placed or any other customer service issue, how are those addressed?

Lawson Products is committed to the utmost quality of its products and services. If there is any question, issue, or default in those provided, we will work to resolve the issue in the most efficient and effective manner possible. Customer needs to reach out to the dedicated government support team at [government.sales@lawsonproducts.com](mailto:government.sales@lawsonproducts.com) or at 800-890-8198 for resolution. Additionally, their dedicated Field Sales Representative or Government Sales Account Manager can resolve any concerns, too.

6. Describe Offeror's ~~return~~ **substitution** policy that would apply if awarded a Master Agreement. Forced substitutions will not be allowed. Explain how the Offeror notifies customers of an out- of-stock item(s) including if Offeror notifies customers about how the equivalent item compares to the out-of-stock item.

Lawson Products does not have a forced substitution policy. In instances where a backorder takes longer than normal, the purchasing entity will be contacted to approve backorder or cancellation. If an item is discontinued and an alternate item is available, we will notify the customer to see if the alternate part number will be approved for their order. If necessary, Lawson Products will work with the purchasing entity to provide samples and technical specifications of the new product suggestion. After approval for new item, Lawson Products will work with the customer to update their purchase order or cost, if required. At no time does Lawson Products automatically substitute products or change part numbers without consent.

7. Describe the Offeror's online ordering system that Purchasing Entities would use to create a profile, place orders, track orders and other



functions the system could have. If there are other ways to order Products, indicate that as well including connecting to eProcurement systems.

Purchasing entities will have access to [www.lawsonproducts.com](http://www.lawsonproducts.com), where the customer will be able to register with the NASPO ValuePoint Contract, place orders, track orders, and create personal list for high use items. Additionally, Lawson Products' website provides status for orders placed online, as well as order history for all orders placed online. Lawson Products has a true B2B/B2G website where multiple users can be associated with the same account number if requested.

Lawson Products continues to upgrade and add features to make the end users' experience easier and more efficient. Currently, Lawson Products is testing Workflow Management System (WfMS), a system that defines, creates, and manages the execution of workflows using software, users can build carts, hold carts, and approve online shopping carts by designated users.

We connect with virtually every e-procurement and punch out system, including JAGGAER, SAP Ariba, Coupa, Oracle, and more. Obtain easy access to products, pricing, and personalized E-Quotes from your procurement system.

Dedicated e-procurement website offers one of the fastest integrations in the industry.

- Standards-based e-procurement solutions for hassle free integration
- E-invoicing capabilities
- Ariba Ready certified for catalog and punchout
- Customized catalogs and customer-specific pricing
- Knowledgeable team of seasoned professionals supporting implementations
- Advanced features such as on the fly spot buy and instant quotes complement the VMI services offered by our experienced sales representatives.
- E-Procurement Solutions
- Punchout catalogs with support for "edit" and "inspect" carts.
- Level 2 punchout with support for "store", "isle", "shelf" and "item" level connection
- CIF 2.0 and 3.0 catalogs
- Custom catalogs using CSV or other delimiters.
- UNSPSC coding standards
- EDI
- cXML



- XML

Lawson Products standards based e-procurement solutions allow us to easily connect to third party e-procurement systems. Here is a partial list:

- Ariba
- Birch Street Systems
- Buy Efficient
- Coupa
- Direct EDI
- eBuy2
- eVA
- Exostar
- FedMall
- GSAAAdvantage
- Infor / Datastream
- JAGGAER (SciQuest)
- NEXEMO
- NC E-Procurement
- Oracle Exchange
- Peoplesoft
- SAP
- Taulia
- Tradeshift
- Yardi (SiteStuff)
- Many more standards-based marketplaces

**8. What is the Offeror's return policy?**

Lawson Products has a standardized return policy. If you are not satisfied with a product, please contact us. We will promptly provide an exchange or refund for products returned (except for custom and hazardous materials) within ninety days of shipment that are in original packaging and in resalable condition.

Lawson Products will honor manufacturer warranty if greater than our ninety-day standard warranty.

Returns must have a Return Material Authorization (RMA), which can be obtained through email, customer service, or your local sales representative. RMA's and pre-paid shipping labels will be provided to the customer. Once the products are returned, Lawson Products will credit the customer immediately.



#### D. Data Security

1. Describe the standard security measures, including PCI compliance for the Offeror's company. Some states may have additional data security requirements, which the Offeror must work with each Participating Entity if applicable. Describe an instance that a customer had additional security needs and how the Offeror adapted.

Lawson Products uses the NIST framework as its cybersecurity standard to secure IT infrastructure. Lawson Products partners with a MSSP to secure all of its IT assets. Credit Card transactions are managed through a third-party vendor that specializes in tokenization and securing payments.

2. Included in the response include where data is stored including any back up servers.

Data is stored on premises and in the public cloud. Backups are air gapped in both scenarios.

3. Has the Offeror had a data breach within the last 5 years? How quickly was the end user notified, the issue resolved and talk about any other outcomes.

Lawson Products was the target of a successful phishing campaign in February 2022, leading to data exfiltration. Daily operations remained unaffected. Corrective action was taken to remove the attackers' access within 24hrs of discovery. The FBI was informed and external experts in legal, cyber forensics, communications, and data analysis were consulted. Overall, security posture has been significantly improved since the incident.

#### E. Reporting

Participating Entities will have different needs when it comes to reporting. Describe Offeror's reporting capabilities including customization. (e.g., sales reporting, sustainability reporting, sustainable labeling available, usage reports, any other state reports needed by a Participating Addendum etc.).

Lawson Products has multiple abilities to provide reporting at the "parent" level and drill down into a local level/line-item level reporting. Lawson Products has the ability to create reporting per the requirements of the Participating Entity and can customize reports accordingly.

Some examples of Lawson Products reporting include the following:



- Cost Savings Reports (monthly & quarterly)
- Performance by Product Categories (monthly & quarterly)
- Year-Over-Year / Month-Over-Month (monthly, quarterly & annually)
- Fill Rate Reporting
- Usage Retail Reporting
- Contract or Net Spend Reporting
- Rebate and Administrative Reporting
- Web Spend Reporting and Web Usage Reporting
- Sustainability Spend Reporting
- Diversity/Small Business Spend Reporting
- Executive Summary Reporting

#### **F. Implementation Plan**

Implementation of a Master Agreement, if awarded is vital to the Participating Entities. Describe in detail the Offeror's implementation plan including an estimated timeline to include at minimum the following points:

1. Detailed specific information, resources, and assistance the Offeror will require from each Participating Entity to implement the Participating Addendum.

Lawson Products, Director of Government Sales, will personally reach out to all of the state procurement offices to start the Participating Addendum process, informing them of their dedicated contacts including their state specific Government Sales Account Manager (GSAM). Lawson Products understands that each state has a slightly different process, as we learned through the NASPO Professional Tool award Participating Addendum (PA) process. Lawson Products can adapt the PA process as preferred by the State Procurement Office. We have a dedicated government contracts team that is able to work through the PA process or respond to a solicitation by state using the NASPO ValuePoint MRO award.

Once the state sends over a Participating Addendum, Lawson Products will work directly with each Participating Entity to understand the requirements of each state and fulfill the requested information. Lawson Products' contract team will dedicate the time to ensure that we have a timely response to work on finalizing the signed Participating Addendum.

During the PA process, Lawson Products' contract team will work with the state agency to understand their preference for conducting business. If the state prefers their own ecommerce platform either by agency or state, Lawson Products will start the process with our IT team to begin to understand what will be needed to create those electronic connections. Each entity will immediately have access to [www.lawsonproducts.com](http://www.lawsonproducts.com) as soon as account is created and registered.



After a Participating Addendum (PA) is signed, Lawson Products' Contract and Implementation Manager will schedule internal calls with Lawson Products Field Sales Representative (FSR), District Sales Manager (DSM), Regional Sales Manager (RSD), and Government Sales Account Manager (GSAM) to inform the team of the PA signed, inform them of the details of the award, and provide electronic literature. Lawson Products' GSAM will use the electronic literature to help inform agencies and end users of the new award and educate them on the value of Lawson Products, in addition to in person visits.

Since this would be a new award for Lawson Products, we will run internal reporting on current state agency business and work with the agencies to determine their preferred contract alignment. Allowing Lawson Products and the entity to engage in an educational conversation about Lawson Products' NASPO ValuePoint MRO award, which will save them money, since most of the entities' currently purchasing with Lawson Products are not aligned to a contract.

Additionally, Lawson Products' Contract and Implementation Manager will provide targeted agencies with contact information to the FSR to help identify new agencies to partner with NASPO ValuePoint and Lawson Products. Lawson Products will use their internal Customer Relationship Management (CRM) system to help track new agencies. Lawson Products will need to understand from the participating state if they have priority agencies or departments including a point of contact. Lawson Products will utilize public resources to help identify other agencies and contacts to implement the contract.

Lawson Products has a dedicated Government Sales Account Manager in all 50 states, territories, and Canada. We will work with multiple states simultaneously.

Lawson Products participated in the NASPO Connections and will leverage these new contacts and the NASPO state procurement site for additional contacts. Lawson Products will continue to participate with NASPO Connections in the future.

2. Describe how soon from execution of a Participating Addendum the online ordering system will be available to each Participating Entity. If a phased implementation is planned in terms of limited functionality vs. complete functionality, please specify.

From the time the Participating Addendum is signed, Lawson Products needs 48 hours to set up the required accounts and online access to [www.lawsonproducts.com](http://www.lawsonproducts.com) with contract pricing and products. The agency will need to request a Lawson Products account, if one is not already set up, then the access will be aligned, and the agency will be able to access the online ordering system. Additional eCommerce platforms will take up to 30-60 days depending on the





complexity and the availability of the participating state's IT department. Lawson Products has a dedicated government IT department that is well versed on government platforms and how to work with public agencies.

**3. Describe in detail the Offeror's experience when implementing customer relationships of equivalent size and complexity.**

When implementing our last state contract, Lawson Products' Government Sales Account Manager aligned to the state was able to work with the state procurement to get the contract signed. Our dedicated state Government Sales Account Manager and District Sales Managers worked together with state procurement on the contract. After obtaining a signature, Lawson Products worked directly with state procurement to identify the agencies by priority.

Lawson Products utilized a Contracts and Implementation Manager to "project manage" this contract. This manager worked directly with the state dedicated Government Sales Account Manager, the local sales representatives, and service team to ensure that all steps of the implementation were completed in a timely manner. Bi-weekly drumbeat meetings were held with the dedicated sales team to keep track of progress on the implementation, remove barriers, and share best practices.

Lawson Products' government marketing team created customized informational and fact sheets about the contract, discounts, how to purchase, benefits, values, and dedicated Lawson Products' government email and phone number. The marketing and communications team utilized social media including LinkedIn and Facebook to announce the partnership with Lawson Products and the state.

Then a statewide meeting was held for all of Lawson Products' employees in the state to help them understand the contract, benefits to the customers, and customer's agencies were assigned to the sales team by geography and segment (state, local, education, etc.) to ensure that all public agencies were informed of the contract and the benefits of using it.

Lawson Product employees were educated on the punchout and how to help navigate the customer to utilize the tools to save them time and money in the procurement process.

After all the contract training took place, Lawson Products used a multi-layer approach to meet the objectives of the state procurement office and help educate the individual purchasing entities and end users on the contract.



Lawson Products utilized both the field sellers and inside customer care team to help inform potential state contract users. The field sales team, including District Managers, Field Sales Representatives, Service Team, and Government Sales Account Manager, utilized a targeted agency contact list to physically go and meet with the agencies.

Lawson Products' inside customer care team reached out to the different sites by agency informing the customer about the new contract, the benefits, and worked to understand if the customer wanted to take advantage of our vendor managed inventory (VMI) service and registered customers on to [www.lawsonproducts.com](http://www.lawsonproducts.com). In some cases, the inside customer care team was able to schedule appointments for the field team to be able to meet with the agency in person to help implement the contract.

Lawson Products worked with the state on connecting the two eProcurement sites together. After the connection was made, the Field Sales Representative and the Government Sales Account Manager met with the different sites to gain commitment to the new contract and teach them how to connect with Lawson Products electronically. We took this time to understand the customer's needs and help educate them on specific product applications.

The Government Sales Account Manager met with the different sites to educate them on the Lawson Products offering and to help understand what needs were at the site level. Additionally, the Government Sales Account Manager met with the state and agencies to understand how best we can support them.

On the suggestion by the state or the agencies, Lawson Products was able to support the agencies tradeshow at statewide or local level to help further invest in the contract and expand to new agencies.

Since implementing this contract, Lawson Products' Government Sales Account Manager continues to meet with the state procurement and other agencies to ensure we continue to meet and exceed their expectations. Our internal government support team runs analytics on the contract, and we discuss results and next steps with the agencies.

**4. Describe any customization abilities for different States or political subdivisions within a Participating Entity.**

Lawson Products can offer different customizations based on the requests from either the State or political subdivision:

- Administrative or contract incentives or fees.



- Increased insurance coverage.
- State dedicated resources and contact information.
- Incentive for eCommerce usage.
- Customize market basket of high use or specific product.
- Ability to source unique items.
- Vendor Managed Inventory (VMI) service, including vending options.
- Customer Managed Inventory (CMI) scanner and labeling.
- Ability to kit product for customized needs.
- Open to additional requests as desired by agencies.

**G. Other Products:** If proposing for Category 15, Offerors must provide a detailed description of the product categories they are proposing and why they do not fit into the already defined categories. The Lead State reserves the right to approve/deny any additional Product Categories proposed. Offerors should note that not all Participating Entities may adopt Category 15 in their Participating Addendum.

Lawson Products current offering mirrors the NASPO ValuePoint MRO categories.

**H. Additional Services that Add Value if Awarded (not scored)**

This Section is required to be part of the Offeror's response. This information will be used if the Offeror is awarded a Master Agreements. However, this area is not scored as part of the evaluation of the RFP.

Offerors are encouraged to include value-added solutions that may improve or enhance a Participating Entity and Purchasing Entity's use of the Master Agreement, including products, services or both offered, if awarded.

- 1. Installation of Products (if applicable).** Describe the Offeror's ability to provide non- third-party installation services of products or equipment that a Participating Entity(ies) may choose to award in their Participating Addendum. Some States may be limited by State rules when it comes to installation of equipment, for instance, electric vehicle charging stations are a Public Improvement. Include in the Offeror's response, if there are any instances a warranty may be voided if not installed by the Offeror.

Lawson Products provides installation services of our bins and storage cabinets as needed to service the entity through our field sales representatives. The installation is on a case-by-case basis depending on the need of the entity. Lawson Products provides a value-added service to customer by identifying inventory needs, reordering, and putting away inventory. Lawson Products provides labels for all inventoried items, field sales representative will label items or can provide for the customers as needed.



2. **Warehouse Management Solutions.** If applicable, describe a warehouse management solution that the Offeror has the ability to offer a Participating Entity.

Lawson Products will work with an entity to create a customized bin stock assortment with labels. Customer is able to reorder via the labels on [www.lawsonproducts.com](http://www.lawsonproducts.com) or through their local field sales representative. Lawson Products has a Customer Managed Inventory (CMI) program that includes labels, scanner, and training.

3. **Disaster Recovery Plans and Services.** Describe Offeror's emergency management plan to aid Participating Entities during an emergency or disaster recovery. Be specific as to response time, product availability, how to best contact the Offeror during an emergency and other services offered. Include an example of a time the Offeror assisted a State during an emergency. DO NOT include the Offeror's disaster recovery plan for Offeror's own company.

Lawson Products has a 24-hour emergency phone number (1-800-890-8198) that an entity can contact during an emergency or disaster recovery. Lawson Products preposition inventory based on historical needs specifically in areas prone to seasonal disasters.

Lawson Products prioritizes our customers based on segments and contracts. Government agencies with contracts have first priority, followed by government agencies without contracts.

Lawson Products will allow for customers to pick up at the distribution centers or will work with third party priority carriers to get product to the end user in the quickest and most economical way possible.

In the event of an emergency, we are here to do more. Here are some services that Lawson Products offers to help you address your immediate needs.

TOLL FREE NUMBER - Dedicated toll-free number 1-800-890-8198

PURCHASE HISTORY SUMMARY - Quick and timely retrieval of a customer's purchase history providing an itemized listing of damaged or missing product for insurance claims. In addition, this information can be used to expedite the shop replacement process.



READY ALLOWANCE PROGRAM - Program where customers can receive credit in exchange for damaged product which can be applied toward future purchases.

EMERGENCY SUPPORT TEAMS - Following a substantial disaster our internal team is quickly assembled and mobilized to directly assist impacted communities.

LOCAL PRODUCT AVAILABILITY - Essential disaster relief items ready for immediate responsive mobilization to impacted communities.

Lawson Products has been able to assist many of our customers through emergencies. One of the largest impacts to our customers was during 2020. During the COVID Pandemic, Lawson Products was able to set up a dedicated line for government customers that is still in use today. Lawson Products prioritizes government customers with their required inventory needs. Lawson Products was able to source needed safety protection items for these agencies.

Another example of assisting a large local agency was in preparation for hurricane season, we proactively worked with agency to equip them with items for hurricane clean up. These items included saw blades, brooms, garbage bags, safety protection (eye, hand, face), and chain saws. After the storm, we were able to work with the agency and replenish the items, with the local Lawson Products representative hand delivering items. We had to work with the State DOT to get special permission to enter the disaster area to help with the timely delivery. Lawson Products has several hurricane kits that have the items needed to help clear roadways featuring our engineered reciprocating saw blades that are made in the USA, safer, longer life, and higher performance.

4. **Use of Diverse Suppliers.** Each State has different reporting, statutes and rules that apply to ensure the use of diverse business's (e.g., small business, woman owned, veteran owned, disadvantage and other business's). How does the Offeror intend to use and of these businesses? Provide a plan including how the use of a small business or other identified types would be used if a Master Agreement was awarded. This will be addressed at the Participating Addendum level with States that have requirements may vary.

Tier I- Authorized Reseller Program

Lawson Products has a Diversity and Small Business Initiative to partner with Certified Firms. Lawson Products works with minority, women, veteran, service-disabled veteran owned business. Lawson Products has been actively seeking value-added diversity and small business partners, where Lawson Products can help mentor the small business and allowing them to service the end user.



Lawson Products solicits new Certified Firms for subcontracting by:

- Landing page on lawsonproducts.com [Small Business](#)
- Recommendations from field representatives, or customers
- Connecting on social media, LinkedIn or State specific websites.
- Attending Diversity and Small Business trade shows.

Currently, Lawson Products has several options of Diverse or Small businesses by state that can meet this requirement for state agencies.

#### Tier II – Supplier and Vendor partnership

Lawson Products is committed and supports the growth of businesses owned by minorities and women by giving these businesses the opportunity to compete for our business. An expanding distribution network, wide selection of product offering, and delivery options help customers save time and money.

Lawson Products currently has subcontracting goals of 40% for Small Business (SB), 3% for HUBZone Small Business (HZSB), 6% for Small Disadvantaged Business (SDB), 5% for Women-Owned Small Business (WOSB), 5% for Veteran-Owned Small Business (VOSB) and 3% for Service-Disabled Veteran-Owned Small Business (SDVOSB).

Lawson Products actively promotes the inclusion and growth of small, disadvantaged business types in its supplier base. Lawson Products' goods are often manufactured to exact engineering specifications, backed by Lawson Products' liability policy. As a result, finding alternative sources of supply for core products is not always an easy task.

In establishing relationships with new vendors and working with established vendors, Lawson Products tracks and records each vendors' classification (large business, small business, minority owned, women owned etc.). When researching, reviewing, and selecting new vendors for our business, Lawson Products takes many key factors into consideration including Vendor Quality systems, financial strength, strength of supply chain and pricing. We strive to establish vendor relationships with all size, scope, and category of supplier to provide the best overall quality and selection of product we can for our customers.

5. **Discounts or Other Incentives.** Additional discount options are encouraged, which can distinguish between individual order minimum quantities and other discount terms that may be defined by the Offeror for the evaluation committee to consider. Extensions of additional discounts

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past the Master Agreement's initial term are not required but may be offered. If a Offeror has other incentive programs than discounting product, for instance a rebate program that could be offered, include that in the Proposal response as well.

Lawson Products offers a 1% discount if invoices are paid within 10 days, excluding credit card payments.

Lawson Products offers rebates based on web usage on a case-by-case basis.

Lawson Products offers larger order discounts on a case-by-case basis.

Lawson Products offers rebates based on spend on a case-by-case basis.