



# SIERRA

## TRADING POST®

Great Deals. Great Brands.

MOVE EXCESS INVENTORY  
PRESERVE BRAND INTEGRITY





# Sierra Trading Post

A Division of The TJX Companies, Inc.

## WHO WE ARE

Dustin Penman

Sierra Trading Post has come a long way since our humble beginnings in 1986, when Keith Richardson mailed a hand-drawn 16-page catalog from 3,000 square feet of leased warehouse space. The company grew into a Top 100 Internet Retailer and was acquired by The TJX Companies, Inc. in December 2012. Our websites and mobile apps are eCommerce powerhouses that feature more than 30,000 products in a range of categories. Our 480,000 square foot fulfillment center now ships as many as 20,000 orders per day to customers in 113 countries. Our company's success can be attributed to its dedication to maintaining the

highest standards of quality — from the service we provide, to the brands we sell, and the strength of our relationships with customers, vendors and employees.

Our goal is to offer fair prices, maintain an atmosphere of openness and accountability, preserve brand integrity and distribute products in a manner that minimizes impact on existing dealers. Only the best brands and highest quality clothing, gear and home goods make it onto our websites, catalogs or retail stores, ensuring your products will always be in good company. Our customers are highly educated men and women, typically married, with an average

household income over \$100,000. Our buyers travel globally to seek out technical products and high-end brands from around the world. Top-notch, in-house product presentation helps us to command a higher price for closeouts and seconds.

It is our desire to develop long-term, mutually profitable vendor relationships that are based on trust. If we ever fall short of your expectations, just tell us, and we'll do whatever it takes to make things right. That's not just a platitude — it's a promise.

*On the cover clockwise from top left:*  
Abraham Clark  
Alyssa Biel  
Max Kaufman  
Bruce Lockwood  
Bernice Ngo  
Terry Priest  
Paul Holder

A woman with blonde hair in a ponytail, wearing a red hoodie and blue pants, stands in a forest of white-barked trees. She has her arms outstretched to the sides, touching the trunks of the trees. The forest floor is covered in green grass and fallen logs. The background is filled with many more white-barked trees, creating a dense forest scene.

## SIERRA TRADING POST:

- *Sells only the best brands and highest quality products*
- *Consistently delivers outstanding customer service and vendor satisfaction*
- *Is technology driven and constantly innovating*

# 12 BENEFITS OFFERED BY SIERRA TRADING POST

**1. Our vendors tell us we are like a black hole.** More than 15 years of experience selling off-price through eCommerce gives us the expertise to move product quickly and discreetly, without impacting traditional dealer sales or drawing dealer complaints.

**2. Products vanish** because our customer base is spread throughout the country and around the world. Our reach means we don't significantly impact any specific market, so your dealers are not hurt.

**3. Dealers don't complain** about products we sell because they are identified in bold print as closeouts or seconds. This eliminates confusion with customers and retailers.

**4. Fresh product arrives regularly and disappears quickly** without drawing unwanted attention to your brand.

**5. You will always get a fair price for your product** and full payment of invoices – without annoying charge-backs.

**6. We have a strong credit history.** Our annual purchases range from \$5,000 to more than \$6 million from vendors both large and small. As a division of a publicly traded company with \$27 billion in sales, credit is never an issue.

**7. We introduce your brand to new customers.** Our wide customer base includes all 50 states and extends abroad. Many live in rural markets, meaning there is very little crossover with your traditional dealer base.

**8. We mail about 8 million catalogs annually.** If your products are in only 10% of those issues, that means 80,000 free advertising impressions.

**9. We carry the finest brands in a wide range of categories.** Since 1986 we have expanded from 15 vendors to more than 3,500. We have never lost a vendor because we hurt their dealers or their brand.

**10. Unlike "Flash" sale sites, we purchase and sell our own inventory** and won't leverage your brand in daily emails. With more than 3,500 brands and 30,000 items, your brand is discreetly assimilated into our existing inventory.

**11. We eliminate "turf battles"** that arise when full-price retailers with off-price divisions employ separate buyers. By selling to us, the brand owner is not caught in the middle.

**12. We free up dealers' open-to-buy dollars.** Selling closeouts to your existing retailers as margin builders or seasonal promotions hurts you by reducing the amount dealers can spend on full-price product.



Kate Beaton



Christopher Miller



Kerry Larsen

## EVERYBODY WINS

**Sierra Trading Post provides an important benefit to the vendor, retailer and salesman:**

We remove closeout products from the specialty channel and sell them in a broader marketplace where they disappear quickly and quietly. Manufacturers keep their inventories clean and their brands stable. Retailers realize we don't compete with them in their channel. The sales force is free to focus on full-price, in-line sales, which is really their first priority.

# HOW WE DO IT

We have four ways to move small and large quantities, and large-sized lots:

## 1. SIERRATRADINGPOST.COM

Our fast-loading, user-friendly website and mobile apps allow customers to find your products easily. All products include detailed images and benefit-driven copy, both produced in-house. Customizable search functions, enhanced image views and easy to navigate drop-down menus enhance the shopping experience.



## 2. DERAILED.COM

Launched in 2012, Derailed.com reaches customers ages 25-35 with a different mix of niche product, including outdoor gear, fitness-lifestyle brands, contemporary clothing and footwear. Product copy and presentation is less formal, and Derailed's active social-media presence and user-friendly mobile site target a younger demographic.



### 3. RETAIL STORES

Our six retail stores are located in Denver and Fort Collins, Colorado; Cody and Cheyenne Wyoming; Reno, Nevada and Boise, Idaho. They are well-merchandised and staffed with knowledgeable sales personnel. We also offer customers free shipping of online items to any one of our retail stores.



### 4. CATALOGS

A selection of products are placed in one of two catalog titles, accompanied by colorful photograph and benefit-driven product descriptions.

**Sierra Trading Post®**'s core catalog is filled with every category we carry, including footwear, accessories, apparel, gear and home décor.

**Sierra Trading Post® woman** is for women who balance work, exercise, family and home. It features products ranging from casual to dress apparel, footwear and home décor.



# PROTECTING BRAND INTEGRITY

## START TO FINISH

### ON-SITE CUSTOMER SERVICE

More than 150 customer service representatives are available through 24-hour Live Chat, phone, e-mail and social media. Sierra Trading Post has earned an “Excellent” rating from StellaService and has been recognized for outstanding email support and returns performance. Our iOS and Android apps have been rated 4.5+ stars out of five by users.

### IN-HOUSE CREATIVE SERVICES

From the moment our buyers write a purchase order, our entire team is dedicated to ensuring vendors’ brands are protected and their needs are met in a timely fashion. By keeping all production, fulfillment and customer service in-house, we are able to maintain a commitment to quality that’s reflective of your brand. Our on-site teams of writers, photographers, graphic specialists, print and web designers help us keep costs low for our customers. We are also able to react immediately to opportunity buys and can make adjustments to product presentations quickly and effectively.





A group of four hikers is seen from behind, walking along a dirt trail on a mountain. The hiker in the foreground is a woman with blonde hair, wearing a black tank top, black shorts, and a purple backpack. She is holding the hand of the hiker next to her. The hiker next to her is a woman with blonde hair, wearing a red long-sleeved shirt, black shorts, and a black backpack. The hiker in front of her is a man wearing a grey shirt, black shorts, and a black backpack. The hiker at the far front is a man wearing a white shirt and black shorts. The trail is surrounded by green grass and purple flowers. In the background, there are mountains, a valley, and a blue lake. The sky is blue with some clouds.

*We preserve brand integrity and distribute products in a manner*  
**THAT DOES NOT IMPACT**  
*existing dealers.*

# OUR PRODUCT CATEGORIES

As Sierra Trading Post has grown into a multichannel retailer, we have expanded our product selection, always with vendors that meet the highest standards of quality. Our core customers come from many walks of life but share a love for the outdoors and an active lifestyle.

**Outdoor Gear** Clothing and gear for outdoor recreation, with categories that range from hunting, fishing, hiking and camping to adventure sports that include skiing, snowboarding, water sports, cycling and climbing.

**Footwear** From hiking boots to wingtips, running shoes to casual sandals, Sierra Trading Post offers an incredibly diverse selection of footwear.

**Active Wear** Our wide range of softgoods includes workout, running, cycling and yoga apparel for customers engaged in active lifestyle pursuits.



Isaac J Miller



Ariel McGlothin



Carl Zaderej

# OUTDOOR GEAR FOOTWEAR ACTIVE WEAR



Shiena Powelson



Brendan Mulholland



Tom Simenc

# MORE PRODUCT CATEGORIES

Our ever-expanding product selection features many of the best names. A range of men's and women's career wear, better sportswear and designer apparel appeals to the sophisticated professional with an eye for quality. These customers also seek out top names in our growing home goods category, which features bed, bath, kitchen, travel and more.

**Premium Apparel** Our wide selection of career wear, better sportswear and designer apparel targets professional men and women who demand fashionable, well-made clothing and accessories.

**For the Home** The focus is on lasting quality and comfort for customers interested in healthy eating, travel and living well. The product mix includes home furnishings and housewares, as well as kitchen items, pet supplies and patio fixtures.



# PREMIUM APPAREL FOR THE HOME



# COMPANY HISTORY

# FUTURE PLANS

Sierra Trading Post is founded in Reno, NV. The facility expands to 3,000 square feet within a year.

1986

Sierra Trading Post moves to Cheyenne, WY, builds a 30,000 square foot facility and hires 60 employees.

1992

SierraTradingPost.com is launched, making us one of the first catalog companies to establish an online presence.

1998

Our warehouse, headquarters and retail store expand to 157,000 square feet to make room for our 400 Cheyenne employees. We mail our first color catalogs and introduce product photos to further enhance the catalogs' appeal.

1999

A state-of-the-art 350,000 square foot fulfillment center is constructed on 40 acres adjacent to the Cheyenne complex. The company grows to include more than 600 employees.

2002

Sierra Trading Post is named a Top 100 Internet Retailer by *Internet Retailer* magazine.

2007

Our iOS app launches, joining our Android app. Customers now have two quick and easy mobile-shopping options on the two dominant mobile platforms.

2013

Our dedicated workforce, buying experience and commitment to first-rate product presentation means an ever-expanding product mix and continued growth.

FUTURE

Sierra Trading Post is acquired by The TJX Companies, Inc., the leading off-price retailer of apparel and home fashions in the U.S. and worldwide.

2012

Sierra Trading Post expands its retail presence, opening two new stores in South Denver and Fort Collins, Colorado.

2014

GREAT DEALS.

GREAT BRANDS.