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<http://lrdist.com>

<https://eshop.lrdist.com/>

# L&R DISTRIBUTORS

Founded in 1956, L&R Distributors has been a leading national distributor within the supermarket, drug, independent and mass classes trade across the U.S for over 60 years.

**OUR HISTORY ([HTTP://LRDIST.COM/HISTORY/](http://lrdist.com/history/))**





[\(http://lrdist.com/lr-distributors/\)](http://lrdist.com/lr-distributors/)

## LR DISTRIBUTORS

[\(HTTP://LRDIST.COMLR-DISTRIBUTORS/\)](http://lrdist.com/lr-distributors/)

**L&R strives to offer the perfect customer experience by consistently exceeding expectations and offering a pleasant shopping atmosphere designed to build customer loyalty.**



LR LOGISTICAL  
— SOLUTIONS —

[\(http://lrdist.com/lr-logistics/\)](http://lrdist.com/lr-logistics/)

## LR LOGISTICS (HTTP://LRDIST.COMLR-LOGISTICS/)

**LR Logistical Solutions is a service that allows retailers and smaller distributors the option of buying in smaller quantities.**





[\(http://lrdist.com/lr-merchandising/\)](http://lrdist.com/lr-merchandising/)

LR MERCHANDISING  
(HTTP://LRDIST.COMLR-  
MERCHANDISING/)

**L&R offers a complete suite of data-driven retail merchandising services from in-store inventory management to order writing, shelf stocking and planogram management.**



[\(http://lrdist.com/lr-fulfillment/\)](http://lrdist.com/lr-fulfillment/)

LR FULFILLMENT (HTTP://LRDIST.COMLR-  
FULFILLMENT/)

**As more people shift to internet shopping, L&R helps ecommerce retailers better serve their customers with our wide assortment of available product categories.**



# INDUSTRIES SERVED



Supermarkets



Drug



Military



eCommerce





## Retailers

**[Learn More \(http://lrdist.comindustries-served/\)](http://lrdist.comindustries-served/)**

# WHAT WE DO

Each of our team members plays an integral part in designing the Ultimate Shopping Experience by performing their roles to the best of their abilities.

**[Our Team \(http://lrdist.comteam/\)](http://lrdist.comteam/)**





# HOW WE DO IT

We accomplish our goals by upholding the L&R leadership principles that make it possible for our team members to be flexible and creative.

**[The L&R Way \(http://thelrway.com/\)](http://thelrway.com/)**



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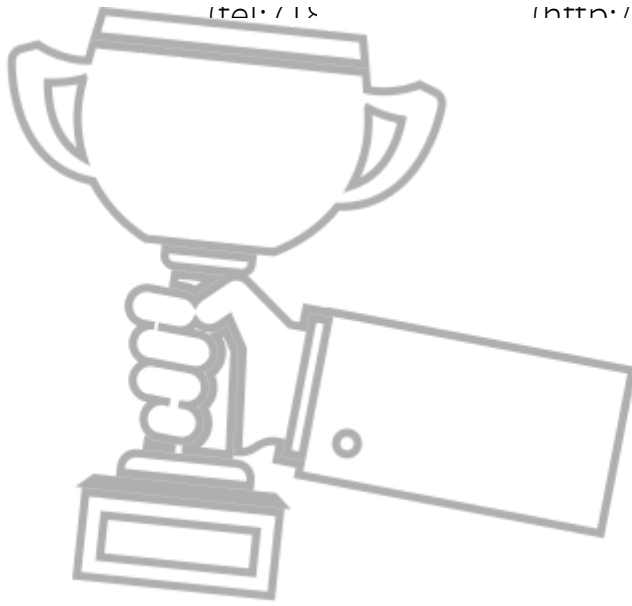
## WHY WE DO IT

Our mission is to create the  
Ultimate Shopping Experience  
for Our Customers' Customers.

**[Our Core Values \(http://lrdist.comcore-values/\)](http://lrdist.comcore-values/)**







# THE L&R DIFFERENCE

AT L&R, WE ARE 100% COMMITTED TO ...

Bringing turn-key solutions to the SKU intensive, slow turning categories of general merchandise and beauty departments.



Innovation through data analytics and technology to deliver higher customer value and increased ROI.

Redesigning stores based on in-depth analytics and hyperlocal demographic data.



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# SERVICES

- In-store inventory management
- In-store order writing and pack-out services
- Demographically designed planograms
- Ability to merchandise and order write for retailers in categories not stocked at L&R DCs via a Pass-through to warehouse or manufacturer for order fulfillment
- In-store product fixture installation and much more
- Synchronization of resets, new department planning and implementation with sales and service staff.
- Dedicated in-house and field staff are assigned to handle all aspects of the



project.

- Just in time new item ordering and fixture orders at chain level and store level.

# RESETS

L&R takes resets to a whole new level, using the latest technology, proven processes and our highly trained teams of reset experts to deliver a better shopping experience.

## **How our reset department focuses on maximizing store sales:**

- Our reset teams are trained to maximize every square inch of shelf space to generate maximum ROI.
- If we find any mistakes from previous resets, they are addressed and resolved during L&R's first reset visit.
- Dedicated in-house and field staff are assigned to handle all aspects of the project.
- We never spread out the merchandise to cover up gaps.
- We handle synchronization of resets, new department planning and implementation with sales and service staff.



Missing or damaged fixture parts are replaced.

- We have just-in-time new item ordering and fixture orders at chain level and store level.

- Reset reporting tracks all elements of the process such as start date, finish date, days to complete, fixture status, tag status, and much more.

- Replacement racks are shipped through L&R distribution centers to ensure delivery and reset completion by our in-store merchandising teams.

- Replacement parts are shipped with everyday orders.



# PLANOGRAMS

Our planogram service allows retailers to merchandise items appropriately and in accordance with their needs. L&R maintains a full library of planograms for the convenience of our customers, as well as offers the ability to create a custom planogram. Our team of experienced category managers and analysts are constantly updating and maintaining the most state-of-the-art planograms, with the ability to revise your planogram with new, top-selling items as they arrive.

**[Industries Served \(http://lrdist.com/industries-served/\)](http://lrdist.com/industries-served/)**



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