

## Tariff Updates

### HOW POP! SUPPORTS YOU



#### Made in India. Made in USA. Made to Move.

Pop!'s product strategy is built around flexibility and diversified supply chains to stay ahead of shifting client needs and tariff impacts. As part of this approach, we recently moved most of our Sock production to India - helping you and your clients reduce costs without compromising quality.



#### Stand Out in a Sea of Sameness

With tighter budgets and more projects going to bid, off-the-shelf solutions blur together. Instead of competing on price, win on brand impact with Pop!—fully customizable, color-matched, and unforgettable products.



#### Pricing You Can Trust - No Surprise, No Hidden Fees

Our quotes are valid for 30 days with no surprise tariff charges once production starts. We're honoring our pricing to show you can trust Pop! for transparency, reliability, and true partnership.



#### Quality Wins Every Time

End users aren't looking for more plastic throw-aways. They want high-quality, useful merch that reflects their brand's values - products they can incorporate into their everyday life for maximum brand impressions. You bring the client—we'll bring the creative magic!



#### Unlimited Stock, On Your Terms

Stock shelves are shrinking, but with Pop! you never have to worry about stock - we have the raw materials needed to create 50-500,000 pieces whenever you need a restock, protecting your clients' programs and your relationships.



#### The Paperwork You Need, When You Need It

Safety testing, compliance, and documentation? Done and ready to go. We have the factory relationships you can rely on to deliver for your clients.

### THRIVING WITH TARIFFS, NOT JUST SURVIVING

- 1 Secure Net New Business with Prospecting Efforts**  
Worried about a dip? Ramp up prospecting—and Pop! is here to help. Share your prospects' brand guidelines and logos, and we'll create curated decks with top-selling, on-brand products to help you pitch like an expert.
- 2 Adjust Your Messaging**  
Keeping your existing clients is important & calm is contagious. Instead of reacting, show your clients you've always had a plan, backed by a flexible vendor network ready to pivot with their needs.
- 3 Differentiate Yourself**  
Stop competing on price! Showcase your unique value and deep understanding of your clients' brands. Partnering with a custom supplier like Pop! makes all the difference. We help you deliver tailored, brand-right solutions that go beyond the basics—setting you apart from the competition and future-proofing your business.