



Media Kit

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Model & Operations



Business Model

Clickstop is a multi-brand, multi-channel merchant operating in several specialty categories.

We reach thousands of customers every day through our website properties and customer service center. We work hard to provide top-notch customer experience through a dedication to service, selection, and value.

Located in Urbana, IA, Clickstop was founded in 2005 originally as AGS Marketing. Owner Tim Guenther launched the company with our flagship brand of cargo control products under the US Cargo Control brand.

In five years the company has grown from \$14,000 to \$5 million in sales while expanding its brand portfolio to include building products, nutritional supplements, moving supplies, storage and organization products, hair styling appliances, casual jewelry, and pet furniture lines. 2010 sales are projected to top \$8 million.



Operations

Clickstop operates online retail stores for each of its brands. We process sales and offer customer service through our inbound call center Monday-Friday, 8:00am to 5:00pm CST.

Clickstop also markets its products in conventional outlets including highly visible eCommerce platforms, print, and niche retail. A select group of products are also available on Amazon and eBay. Efforts are underway to launch our TeamStrap® product into retail home improvement stores. A product catalog strategy has been introduced for US Cargo Control which includes a direct mail component.

Owners Tim Guenther and Shaun Linderbaum pose with products from the various lines that Clickstop owns.



Brand Overviews

Business Descriptions

US Cargo Control :: www.USCargoControl.com

Our flagship brand launched in 2005. USCC now features thousands of products, including those for trucking, hauling, and rigging. Other major categories include moving supplies and lifting slings.

Space Savers :: www.SpaceSavers.com

Space Savers has been a staple for 20 years. Known for selling incredibly useful products that make life easier, Space Savers offers quality, affordable storage and household products to people looking to get their life squared away. Acquired September 2010.

My Hair Styling Tools :: www.MyHairStylingTools.com

My Hair Styling Tools is a one-stop shop for heated hair appliances, professional grade shears, and styling products. The site carries many brands and varieties of top quality flat irons, blow dryers, and curling irons at competitive prices.

EcoFoil® :: www.EcoFoil.com

Saving property owners money is our goal with EcoFoil. This product line includes reflective foil, radiant barrier, bubble insulation, under concrete insulation, attic draft caps and garage door insulation.

Ace Cat Furniture :: www.AceCatFurniture.com

Cat owners are fanatical about their pet's comfort and happiness. Ace Cat Furniture provides the best selection of products including cat trees, towers, scratchers, tunnels, steps and pet beds. We mean it when we say it's "..where happy cats live."

TeamStrap® :: www.TeamStrap.com

No two ways about it, moving is no fun. Neither is rearranging furniture. TeamStrap may not make moving fun, but it does make it easier, on your body and your budget. TeamStrap is a simple system that helps people lift furniture with their legs while guiding it with their hands. Pinched fingers, pulled muscles and punctured walls are things of the past.



The Clickstop warehouse is a hub of activity. In this photo are bundles of moving blankets; one of US Cargo Control's best-selling products. Each bundle is 12 moving blankets.

Brand Overviews *(continued)*



Warehouse and Fulfillment Team

Business Descriptions

Belly Bling :: www.BellyBling.net

Belly Bling is a site for the discriminating shopper. It offers hundreds of choices of belly rings including reverse, dangling, non-dangling, and pregnancy rings.

Body Bling :: www.BodyBling.net

Body Bling is the source of casual jewelry for persons with body piercings. Products include rings for the nose, tongue, and eyebrow as well as toe rings.

TruWell Health & Wellness :: www.TruWell.net

Our line of TruWell Health and Wellness supplements promote anti-aging and the general health of all consumers with restorative liquid multi-vitamins, joint support, weight loss, and osteo support products.

Fitness Fire :: www.FitnessFire.com

Ready to get a leg up on your busy, stressful life? Fitness Fire products help promote mental acuity, cognitive function, stamina, and endurance.

Moving Startup :: www.MovingStartup.com

The best moves are ones that are organized. That's where Moving Start Up helps. Our moving boxes, moving pads, plastic furniture covers, and dollies will keep your belongings secure and orderly. Moving in just got easier.

Customer Testimonial

"I just wanted to let you know that it is nice to deal with a company that really has its act together. I recently placed an order and received it so quickly that it surprised me. Everything was wrapped and protected as well as accurate. Thanks for the great customer service."

Dave Moore, U.S. Cargo Control customer, 2.19.10





News & Info

News

Clickstop publishes news and interest stories regularly. Photos, relevant links, and occasionally video are posted to aid journalists in gathering facts and visual aids for a story which may reference the company. The [Clickstop news room](#) can be a rich source for company background and recent events.

Recognition

- **Inc. Magazine** honored Clickstop on the 2010 list of Fastest-Growing Private Businesses in America:
 - Number 1,122 out of 5,000 companies (top 25%)
 - **4th fastest**-growing company in Iowa
 - **Fastest-growing** online retailer in Iowa
 - **57th fastest**-growing retailer overall
- **The Corridor Business Journal** cited Clickstop for the second consecutive year on their list of the fastest-growing companies in the Cedar Rapids/Iowa City corridor. In 2009 Clickstop ranked 4th and moved to 5th in 2010.
- **The Corridor Business Journal** honored owner Tim Guenther in the publication's annual list of "Forty Under 40" accomplished local citizens. Honorees are recognized for their contributions to the community, business expertise, and commitment to philanthropy.

Noteworthy

- As part of a strategic move to reinvest in the future of the company, Clickstop has initiated construction on a 35,000 sq ft. combination office/warehouse on nine acres in a new industrial park in Urbana. The \$2.5 million dollar project was closely planned with the City of Urbana, and Clickstop will serve as an anchor company to assist with the recruitment of new companies to the area.

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Industry Context



eCommerce Channel

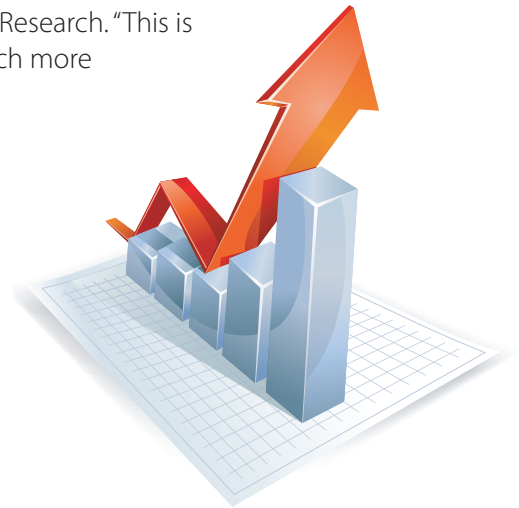
- Adjusted retail e-commerce sales in Q2 2010 totaled \$39.7 billion, an increase of 2.6% from \$38.7 billion in Q1 2010 and 14% from \$34.8 billion in Q2 2009. They accounted for 4.1% of total adjusted Q2 2010 retail spending of \$971.4 billion. Reference: [US Department of Commerce, Census Bureau](#).
- US retail e-commerce spending totaled \$32.9 billion in Q2 2010, according to comScore. This represents a 9% gain from about \$30.2 billion in Q2 2009. This marks the third straight quarter US retail e-commerce spending has increased year-over-year, with Q1 2010 spending growing 10% and Q4 2009 spending growing 3%. Reference: [comScore](#).

Internet Adoption

- “The rate of Internet innovation remains breakneck. What was once considered disruptive is now commonplace as consumers, users, buyers, sellers, and everyone in between use the Internet on a daily basis,” according to Carol M. Glasheen, IDC’s VP of Quantitative Research. “This is best seen by the growth in worldwide Internet users, which will reach more than 2 billion, or one-third of the world’s population in 2013.” Reference: [IDC](#).

Consumer Trends

- 74% of American adults use the Internet as of December 2009. Reference: [Pew Internet](#)
- 57% of U.S. adults have made a purchase via the Internet as of 2009. Reference: [Pew Internet](#)
- 80% of GenX (people age 33-44) have purchased a product online. Reference: [Pew Internet](#)
- Nielsen estimates that online CPG sales alone increased 25-30% between 2004 and 2008. And there are compelling reasons to believe that growth will continue, as overall online sales are projected to increase almost 200 percent between 2008 and 2012. Reference: [Nielsen](#)



Customer Testimonials

Connie Barnes oversees the Customer Service Department.



Unsolicited testimonials from actual customers...

Tony Niskanen, EcoFoil customer 8.16.2010

"Just some feedback on your EcoFoil product which we installed in our attic about a week ago. The top floor of our house is the coolest it's ever been and I'm certain the electric bill is going to make me happy. EcoFoil is easy to install, just took about 4 hours."

Kristen Hanson, TeamStrap customer 4.03.2010

"My TeamStrap arrived Friday and we moved Saturday. The TeamStrap worked brilliantly to help us two women move an old refrigerator without help from anyone. I know I'll use it on future jobs. Thanks!"

David Thurgood, Purchasing Coordinator for Staker Parson Company and U.S. Cargo Control customer 2.16.10

"I received the product I ordered a lot faster than I thought I would! Everything was there and in perfect shape. You guys are great and I would be glad to tell all my friends about your company."

Michael Russo, Sales Coordinator for National Lift Truck, Inc. and U.S. Cargo Control customer 2.15.10

"You guys are awesome! You're organized, responsive, and communicate very well. I'm looking forward to doing business with you and your company in the future."

Bruce Lupton, TeamStrap customer 2.14.10

"Extremely fast transaction here, folks. My son pulled in from Florida Friday morning with a truckload of furniture. The TeamStrap came in on Thursday. Thanks! It worked great as advertised and sure saved our backs."

Ben Rechkemmer, Senior Sales and Purchasing Specialist, was the company's first employee.



Customer Survey Feedback

Of customers who complete a satisfaction survey, 97% rate their shopping experience with Clickstop brands as "Excellent" or "Good."

91.8% of survey respondents indicate they would recommend our company or our products to their friends and family.

Executive Biographies



Tim Guenther, President & CEO



An instinctive businessman from the ground up, Tim founded the company that became Clickstop back before eCommerce was cool. Ignoring critics and their raised eyebrows, he parlayed an independent sales representative company in the building materials category (working long, stressful hours on the road) to an eCommerce-based business (working long, satisfying hours near home).

Tim attributes his work ethic to his close-knit, self-reliant family. He strengthened his practical expertise with sales management, customer service, purchasing, product development, supplier negotiation, and acquisitions while employed by a large commercial building materials manufacturer, applying those principals today within a small business framework.

Shaun Linderbaum, Vice-President & CTO



Shaun focuses on ways technology can help improve efficiencies and ease of use for Clickstop's customers and internal operations. His MIS background includes experience with specialized servers, networking, and project management. While employed with a global equipment manufacturer, Shaun led a movement which resulted in millions of dollars in cost savings through the creation of standards involving networking equipment and software.

Looking ahead, Shaun relishes working to position the company for the next stage of our development. The evolution of the Internet and mobile platforms ensure he'll be engineering viable solutions well into our future.

Todd Kuennen, CFO



Todd brings many facets of business planning and accounting to his role as Chief Financial Officer for Clickstop. His background includes positions with small to large-sized financial institutions, allowing him to merge practice and theory to guide us to favorable business outcomes.

In his interim capacity as our human resource manager, Todd's philosophy helps nurture our culture. He believes in recruiting strong talent and developing people so that their full potential is realized, allowing them to grow and contribute for the good of the collective whole.

Executive Biographies



Ben Frein, Vice-President, Health & Beauty Division



After his first business experience at age six (selling pin badges), Ben used his entrepreneurial spirit to develop BellyBling.net as a sophomore at the University of Northern Iowa. The site transformed from zero customers to a successful four-employee operation before it was acquired by Clickstop, Inc. in June 2010. BellyBling.net served as a model for Ben's other two sites; BodyBling.net and MyHairStylingTools.com, both of which were acquired by Clickstop at the same time.

Ben's contributions to Clickstop are valued and diverse. As Vice President of Health and Beauty, he plays an integral role in the executive team making strategic decisions for the growth of the company. His greatest goal is to further develop Clickstop's existing brands as well as create new ones.

Sarah Fare, Vice-President, Business Process Development



As VP, Business Process Development, Sarah monitors and evaluates internal operational and administrative processes. In this capacity, she identifies opportunities for greater efficiency leading to cost reduction, better use of resources, and improvements in execution. By focusing on root cause, Sarah helps the company recognize stronger return on effort, often benefitting the company's bottom line as well as contributing to more favorable customer experiences.

With a BS degree in Business Administration from Mt. Mercy College, Sarah participates on the executive team as a strategic advisor. Her positive attitude and charismatic demeanor makes Sarah the perfect choice for leading employee self discovery and encouraging personal ownership in the workplace. A former executive recruiter, Sarah's skills in training, assessing talent, and creative problem solving help advance the company toward its goal of becoming a destination employer of choice for eastern Iowa.