



# Capability Statement

## COMPANY OVERVIEW

Pica Marketing Group was founded in 2008 and is a proud member of the business community in Southeastern Michigan providing marketing services and promotional products to clients globally.

## CORE COMPETENCIES

- Promotional Products/Event Merch
- Company stores/fulfillment
- Warehousing

## DIFFERENTIATORS

- Inhouse creative services
- Tradeshow engagement ROI – Tracked \$45MM Gross Sales in 6 months with a \$60k spend
- Employee/customer engagement, recognition & safety programs – Increased web-traffic by 235%
- One-stop warehousing and fulfillment capabilities
- Succinct ESG policy – help clients donate or ecologically dispose of their out -of- date branded merch
- 14 International PPAI Pyramid Marketing Award Winner

## PAST PERFORMANCE



## COMPANY DATA

DUNS 018841190

NAICS 541613

## CERTIFICATIONS



## COMPANY CONTACT

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## BUYING POWER

\$1.6 Billion in buying power

## AWARD WINNING

14 International marketing awards through PPAI



## ESG POLICY

**Environmental Stewardship:** We prioritize sustainable practices by using eco-friendly materials and partnering with suppliers who have documented processes and facilities actively reducing their carbon footprint.

**Social Responsibility:** We commit to fair labor practices, safe working conditions, and supporting community initiatives through volunteering and support.

**Governance:** Our company practices strict adherence to legal compliance, integrity, and transparency.

### Partner/Supplier Certifications:

- Certified B-Corp
- Eco Vadis
- FSC, GOTS, BCI and Recycled 100

## ORGANIZATIONAL MEMBERSHIPS

- Promotional Products Association International (PPAI)
- Construction Association of Michigan (CAM)
- Great Lakes Woman's Business Council
- Michigan Promotional Products Association (MiPPA)
- Detroit Economic Club