



NSi IS HONORED TO HAVE RECEIVED THE 2018 IMARK AWARD FOR EXCELLENCE IN MARKETING AND COMMUNICATIONS.

The award is decided by IMARK members who considered the following criteria when selecting top-performing suppliers for this award category:

- Effectively promotes its company and products in the marketplace.
- Educates member personnel on product attributes and customer applications.
- Excels in area of product merchandising, such as displays and signage.
- Provides robust, fully attributed product data for use by members.
- Provides co-op funds and/or market development funds in a clear and constructive manner.
- Product pricing structure effectively meets member margin needs and market requirements.

NSi was nominated for each of the award categories, which also included:

- Supplier of the Year
- Sales Leadership
- Excellence in Service & Support
- Excellence in Marketing