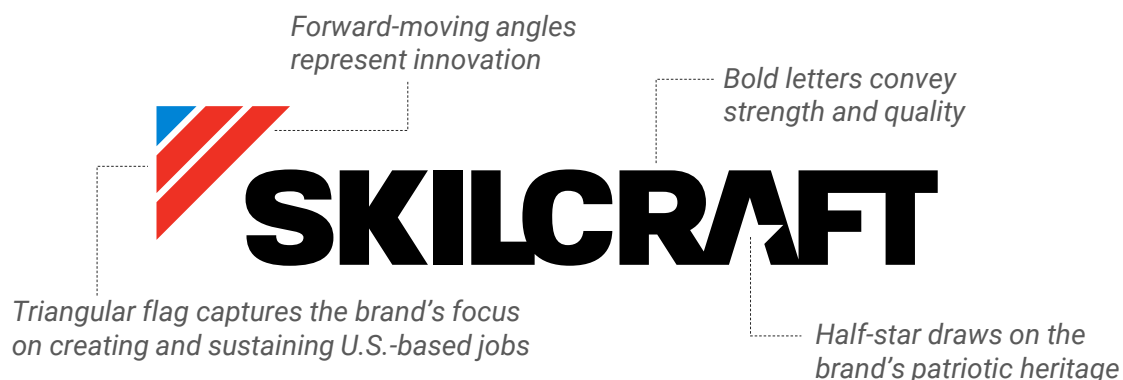


SKILCRAFT REIMAGINED

National Industries for the Blind is refreshing its iconic brand. Here's what you need to know.

NEW BRAND IDENTITY – SKILCRAFT® has a new look and feel. The modernized logo and design elements reflect the brand's reputation for quality and innovation, and commitment to creating U.S.-based jobs for Americans who are blind.



NEW BRAND NARRATIVE – We're talking about SKILCRAFT in a different way. Our new brand narrative will help customers better understand how their purchases empower people who are blind to live the American Dream.

SKILCRAFT: Impact Made Possible

Behind every SKILCRAFT offering lives a story. And that story isn't about what a service might entail, or how a product is made. It's about the *who* behind it. Because for nearly 70 years, SKILCRAFT products and services have been made possible by Americans who are blind. Americans who are sometimes underestimated. Americans who come to work every day and shatter expectations about what they're capable of achieving.

With a nationwide network of associated nonprofit agencies and a wide portfolio of offerings, the purpose behind SKILCRAFT is one we're proud to advocate for. And we hope you'll join us. Because whether you're a federal employee, member of the U.S. military, or just someone looking to make a difference, you too are an advocate. You work to improve your communities, enhance the lives of others, and serve the greater good.

Partnering with SKILCRAFT is one more way to do exactly that. No matter the product or service, our promise is always the same: Exceptional quality. Extraordinary impact.






Learn more at [NIB.org/SKILCRAFT](https://www.nib.org/SKILCRAFT)

SKILCRAFT® is a registered trademark owned and licensed by National Industries for the Blind




UNIFIED OFFERINGS – SKILCRAFT now encompasses knowledge-based professional services along with the high-quality products the brand is most known for. Unifying products and services under a single brand provides a stronger, more cohesive foundation for NIB to fulfill its mission and meet the needs of customers.

NEW BRAND ARCHITECTURE – We've reorganized our offerings. SKILCRAFT products and services now have simple category descriptors and distinct color identifiers that carry through to product packaging and marketing collateral. The new brand architecture will help customers better understand the breadth and depth of SKILCRAFT offerings and quickly find the products and services they're looking for.

SKILCRAFT PRODUCT LINES

 OFFICE	Office supplies, writing instruments, office equipment and furniture, computer accessories
 INDUSTRIAL	Cleaning and janitorial supplies, food service and operating supplies, paint, hardware, tools, safety supplies
 MILITARY	Military equipment, tactical gear, hydration systems, textiles, uniforms and uniform accessories
 CUSTOM	Customer-specific items including kits, personal safety equipment, and other mandatory items
 HOME	Military resale items including household supplies, kitchen gadgets, and paper products

SKILCRAFT SERVICES LINES

 OPERATIONAL	Contact centers, administrative support, contract management support, supply chain management
 TECHNOLOGY	Information assurance/cybersecurity, Section 508 assurance, transcription, data entry, document imaging
 MANUFACTURING	Kitting, assembly, sewing, packaging, machining, plastics/injection molding, chemical blending/filling

SKILCRAFT and the AbilityOne Program

SKILCRAFT products and services are available to federal customers through the AbilityOne® Program. Find SKILCRAFT products online, in AbilityOne Base Supply Centers®, military commissaries and exchanges, and through hundreds of AbilityOne authorized distributors. Services can be procured through National Industries for the Blind, an AbilityOne® Authorized Enterprise.



Learn more at [NIB.org/SKILCRAFT](https://www.nib.org/SKILCRAFT)

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