

Bridging the
marketing
gap between
cannabis **brands**
& **retailers.**

one
one

POWERED BY
detonate

One to One simplifies how
you get **product information** &
promotional items **in-store.**



How can One to One benefit my company?

Increase brand **visibility**.

Access to hundreds of retail stores.

Sales team **support**.

Streamline your fulfillment and warehouse needs.



Retail

Having a strong presence in retail is key to driving brand awareness and – ultimately – sales. But it can be resource-intensive to stay in touch with the hundreds of stores open across Canada to keep your products top-of-mind.



how can we get you access to retail stores?

1. we have relationships with hundreds of retail stores across canada
2. we have given these stores FREE access to login to our portal
3. you (and lots of other brands) upload your products to our portal, giving all these stores instant access to your product.



we also own a massive warehouse where all your product can live
we can handle all your order fulfillments for you
we print stuff if you need help with that AND
we have a team of designers on hand if you need support there too!

SALES REPS

supercharge your sales team by increasing their reach and saving them time.

You can ensure your brand is penetrating as many stores as you want while empowering your sales reps to focus on key customers driving the most revenue.

how do we help your sales team?

1. help your sales team keep track of quantities and orders through their own access to the portal.
2. Set custome access to products, limit quantity orders, order new business cards, all with your own login..
3. Sales can order on the go from mobile or tablet from their car



we can act as your sales team if you don't have one yet, or never want one.

Need more convincing?

going it alone

vs.

with One to One

staying up to date with all retail stores

deploying sales team regularly to visit all stores

Design and Print of materials

Warehouse space/rental fees

Distribution of materials

Send your materials to us to store in our warehouse

Specify stores to distribute

what retailers are saying...

Brands on One to One

Retailers using One to One

coming soon...



retailer ordering

What makes One to One even more powerful is that your items are available for retailers to order too. That means retailers from across the country can log in to the One to One Retail platform and order strain cards, posters or anything else they might need, right when they need it (You'll first get notified and have the ability to approve or decline any order before we ship).

Want only specific provinces or stores to have access to certain items? Not a problem; we can customize this (and many other things) for you.



digital assets

Retailers love getting their hands on professional, high resolution photos of your products and brands because they can use them on their social media and other marketing channels like email.

For you, this means free exposure to their followers and customers. One to One makes it easy to upload digital assets of all kinds that retailers can download at their convenience.

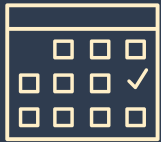
Keeping your digital library fully stocked and up-to-date with your latest products is a fantastic way to stay top-of-mind with retailers.



other services

The One to One platform is powered by Detonate, a creatively modern print and design company serving the cannabis industry since 2015.

We can help you with the following:



campaign management

Whether you're launching a new product or preparing for holiday promotions, we're here to help you roll out campaigns to retail stores across the country.



in-store signage

Looking to do an activation on a built-in poster frame at a retail storefront? Leave the production to us as we print, ship and warehouse all of your assets.



custom displays

Acrylic vape display stands, flower terpene bars, corrugated beverage displays - we can handle any request you have for custom-made products.



promotional items & apparel

Whether you're working on some specific giveaways for sales reps or just need swag for your office, we can manage the entire process. From grinder cards, to rolling papers to silk-screen clothing, we handle it all.



graphic design

Being well-versed in the cannabis industry is an art of its own. We take pride in ensuring your collateral is both appealing to consumers and Health Canada-compliant.



sales rep assets

Get pop-up displays or roll-up banners in the hands of your sales reps for in-store activations quickly and inexpensively.



To learn more or schedule a demo, visit
useone2one.com or email us at
info@detonategroup.com

