

THE MARTIN-BROWER MB POINTS PROGRAM STORY

Background:

The Martin-Brower Company is the leading supplier of food and materials to McDonald's restaurants in the US, Canada, Brazil, and Central America. The company serves more than 8,500 Golden Arches locations through nearly 30 distribution centers, supplying them with frozen, refrigerated, and dry food products, as well as bakery and paper products. In addition to its food distribution services, Martin-Brower provides global logistics management services to other food and beverage suppliers through its MBX Logistics Unit. Martin-Brower is a subsidiary of food and beverage distribution giant Reyes Holdings.

Martin-Brower was looking for a solution to help focus their employees' attention on the importance of safety awareness and proactive activities to reduce their overall injury frequency. Further, they wanted to roll other recognition programs into one, easy to manage recognition solution. Previously, they had instituted a variety of independent activities to help communicate this initiative, but found that the multiple initiatives were ultimately too much administration and not enough results. They refocused their program objectives and began searching for a solution that would tie everything together in a format that could be easily administered at each of their distribution centers while bringing in the desired results.

Key Objectives:

- Create a consistent and measurable program that can be easily implemented and administered at each distribution center
- Create a motivating, engaging program to help drive awareness and recognize employees who work hard to achieve company goals
- Build a recognition culture through the use of on-the-spot recognition
- Continue to improve safety across operations
- Reduce company costs by improving safety performance and reducing company frequency rates
- Include spurt activities to help push short-term and long-term performance initiatives



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Incentive Services Solution:

Program Design:

- The Incentive Services Team worked with Martin-Brower to understand their objectives.
- The MB Points Program was designed as a points-based system that rewards Martin-Brower employees for several initiatives, including:
 - Years of Service
 - Individual Safety
 - Team Safety
 - Training Participation
 - Most Improved Safety Location
 - Top Safety Location (President's Award)
 - On-The-Spot Recognition

Once the high-level program design plan and budget specifications were developed, the Incentive Services design and delivery team worked along side Martin-Brower to implement the program launch strategy.

Communications:

- To effectively communicate the program, the Incentive Services Communications Team developed the MB Points program theme.
- An introduction video was produced to highlight the details of the program.
- Custom brochures were created as a take-away for program participants. Brochures explain the program details and how employees can earn points.
- Location banners were created to bring awareness to the program.
- Various promotional items were logoized and given to participants to bring excitement to the program launch.
- As a tool for managers, on-the-spot recognition cards were produced. Managers use the cards to award associates with points for going above-and-beyond in their daily job duties.

Technology:

- The process for quarterly data management is set up to allow Martin-Brower to submit point information to Incentive Services.
- Through this process, quarterly points are deposited into associates' point accounts, new associates are added, and any terminated associates are removed from the active program roster.

INTRODUCING MB POINTS
RECOGNITION PROGRAM FROM MARTIN-BROWER

This program allows you to receive points, much like collecting frequent flyer miles, for a variety of performance initiatives. Points received will be saved in an individual online account which can be accessed via the program website: www.mbpoints.com. Points can be redeemed at any time for a variety of awards.

Thank you for your commitment to Martin-Brower and we hope you enjoy this new program.

At Martin-Brower, We bring Rewards!

How the MB Points Program Works

Points are awarded monthly, and can be used at any time to order awards. Points are awarded as follows:

New Hire Points
New employees will receive 1,000 points when they are added to the program.

For additional information on ordering awards, merchandise delivery and arrival, or other information about the program, please consult the program website: www.mbpoints.com!

Years of Service Points
You will be awarded points for reaching years of service milestones as follows:

Years of Service	Award Value
5	51,000
10	98,000
15	144,000
20	191,000
25	237,000
30	284,000
35	330,000
40	377,000
45	423,000

Birthday Points
Employees will receive 1,000 points on their birthday each year.

Ethics Certification/Annual Enrollment Points
Each employee will receive 500 points for completing the Ethics Certification/Annual Enrollment process.

On-the-Spot Recognition Points
Throughout the year, you will have the opportunity to receive On-the-Spot Recognition from managers and supervisors.

Available Awards
Click on the AWARDS link to browse the Rewards Collection and order awards.

MARTIN-BROWER
A Ryan Holdings Company