

PestWorld

2026

A Comprehensive Overview of
Proforma ScoutPromotions, Our Capabilities
and Business Excellence

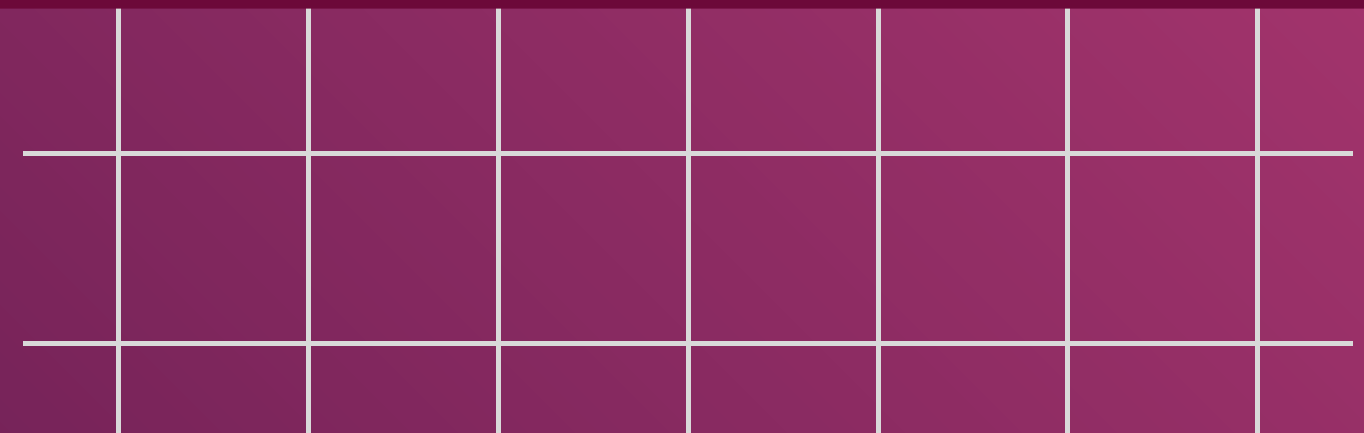
Owner and Principal: Candace Lillund





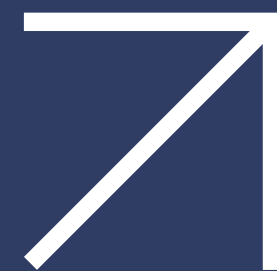
ABOUT PROFORMA

Proforma is a global marketing solutions provider and an award-winning industry leader since 1978. With more than 500 member offices and 750,000 clients worldwide, Proforma partners with an extensive network of manufacturers and suppliers, creating buying power that's second to none. Increase productivity and sharpen your competitive edge. Only Proforma offers a value that includes an innovative, fully integrated, one-stop turnkey solution.



MEET OUR TEAM

The People Behind
Our Success.



Let's dive into what
makes us unique.

Meet the Owner



Candace Lillund founded ScoutPromotions, LLC, now Proforma ScoutPromotions, after recognizing a significant opportunity to shine and stand out in a very competitive industry by providing her customers with a truly exceptional customer experience. As a member of the Proforma family since 2011, we believe that buying promotional products should be memorable for how fun and powerful the integration of promotional items can be if they are used properly. While in sales and management positions at Xerox and subsequent businesses, I saw firsthand how effective promotional products, done correctly can be; and they provide a terrific ROI.

Associates and friends alike ask me every day, "Why are you in Promo?"

Because, a whopping 94% of people feel that receiving promotional products during an event, milestone or process make the experience that much more enjoyable-[#promotionalproductswork](#)

Meet the National Sales Manager



Mackenzie Lillund studied sports journalism and business at the UW and received her BBA,

“I took a liking to the restaurant and hospitality industry. Selling was in my blood; truly! I like to say I was born to do this after being raised by parents with over 22 years combined in promotional product sales. I gained a liking to creativity in sales and now work with my mom making us a woman owned and run product sales company! Building a remarkable business is much like crafting a Wisconsin old fashioned. Start with the essentials: sugar, fruit, bitters and muddle them into a delightful mix. Then pour in your choice of liquor. But here’s where the magic happens—add that fizzy splash of soda. The defining twist that takes it to another level! Let me be that bubbly soda for your business, transforming it into something not just unique, but truly unforgettable. *Cheers to making an impact!*”



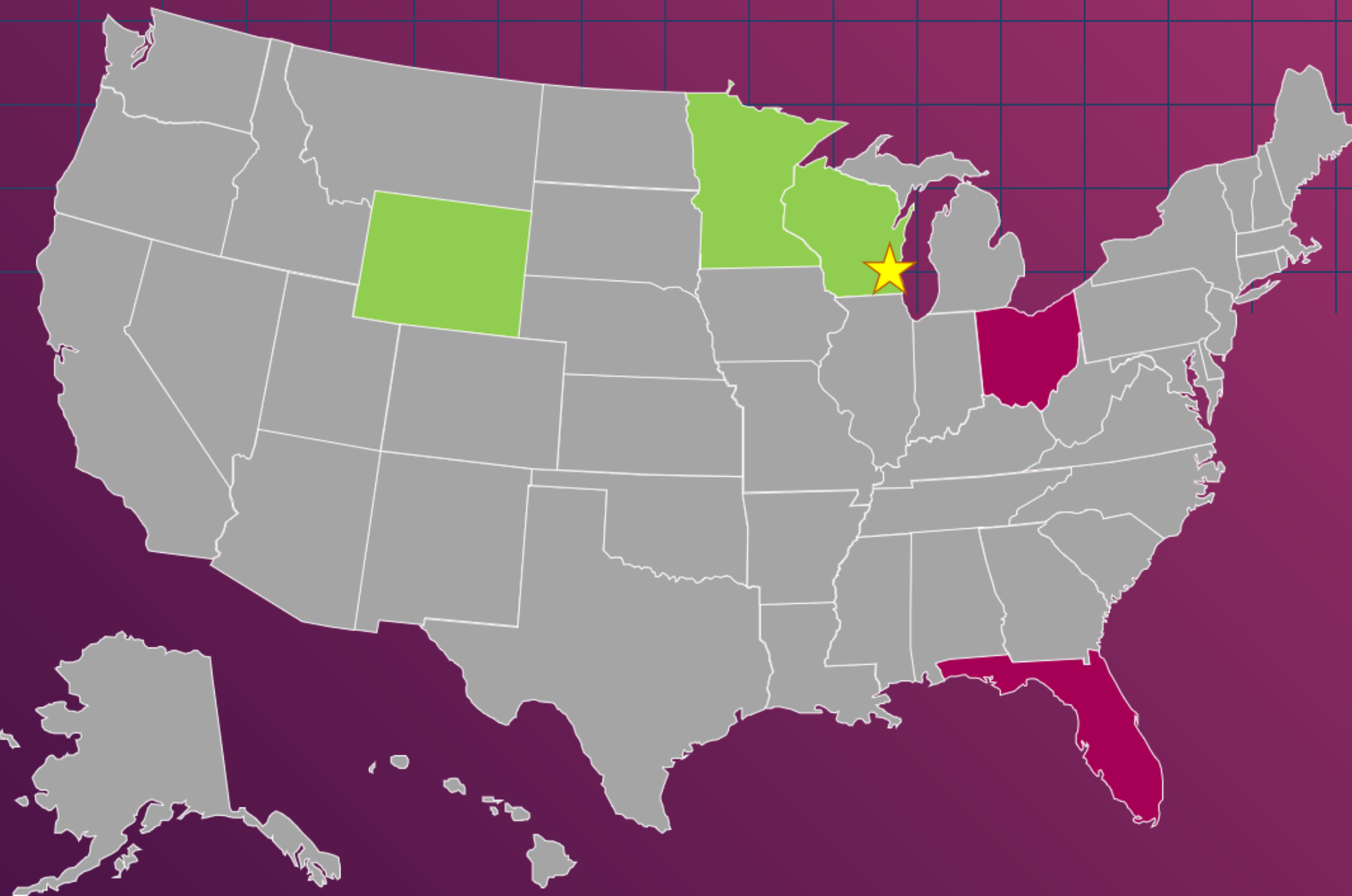
Vision & Mission

Our Business Model allows us to:

- Provide each and every customer an eco-friendly, responsible and sustainable solution to meet branding initiatives, whether it be promotional, print, or apparel
- Provide all the services of a global firm- "Global Reach with a Local Touch"
- Have an extensive network of supplier partners to fulfill any branded job that will communicate YOUR brand unlike any other in the marketplace
- Use over 700 offices world-wide and hundreds of top tier product resources and trusted import partners

We ENJOY the customer interaction, "Ahaa moments," and the "Wow" factor when our customer's delight in the success of meeting their marketing goals. We appreciate that and understand them from our own experience on their "side of the desk."

Proforma Snapshot



Proforma Worldwide Support Center

- Over 40 years of industry leading experience
- Support departments in Marketing, Supplier Relations, Technology, and Finance
- More than 500 member offices across North America
 - Over 750,000 clients worldwide
- 200+ Support Center Members in Cleveland, OH and Tampa, FL

Proforma ScoutPromotions

- Independent franchise Founded in 2011
- 13+ year client relationships
- BASI (Industry) Certification
- WBE Certified
- NWBOC National Certification
- Go Badgers – Packers Leap

Adaptable Service Model

Customer service

Count on unparalleled customer service and support that you and your teams deserve.



Warehousing and Fulfillment

We seamlessly handle every logistical aspect of warehousing, kitting, shipping, and fulfillment for you.



In today's busy world, decision makers would like to buy more products and solutions from fewer people – this includes printing, packaging, promotional products, apparel, eCommerce, and more. We are equipped with the best tools & resources to adapt to your needs and become a full solutions provider for your company.

YOU!



eCommerce

Our eCommerce Solutions help you streamline business processes, reduce administrative costs, and increase market presence.



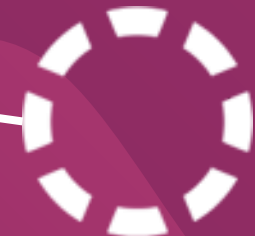
Marketing

You'll stand out from the crowd with cohesive and customized marketing programs that add impact and speak volumes about your company!



Vendor Relations

Our Supplier Partner Network is one of the largest in our industry. Our Supplier Partners offer exclusive pricing and programs.



Finance

Our billing solutions and process automation helps eliminate the manual steps involved with reconciling and payment of invoices.

Print

Digital through large format capabilities for all your pricing needs

Promo

Millions of top-quality promotional products available through our Preferred Supplier Partners.

Apparel

On trend and brand name selections for all your uniform and corporate apparel programs

eCommerce

A robust proprietary platform that can streamline all your print and promotional ordering processes



Business Capabilities

Our Eight Key Company Components That Help Your Business Grow And Flourish



Business Capabilities

Our Eight Key Company Components That Help Your Business Grow And Flourish

Fulfillment

End-to-end warehousing, fulfilment, and inventory programs.

Awards/ Recognition

Customizable programs to maximize employee awareness and recognition.

Events

Complete tradeshow and event solutions including signage, collateral, and giveaways.

Direct Mail

Logistics and database management services for any-scale direct mail campaign.



Scalable

Scalability includes unlimited product offerings, multiple applications, and global reach.



Measurable

Robust reporting provides visibility, measurability, and accountability leading to real results.



Customizable

Our expert artists can create any user experience design that you can envision.



Responsive

Responsive design allows the shopper to seamlessly order from a mobile or desktop device.



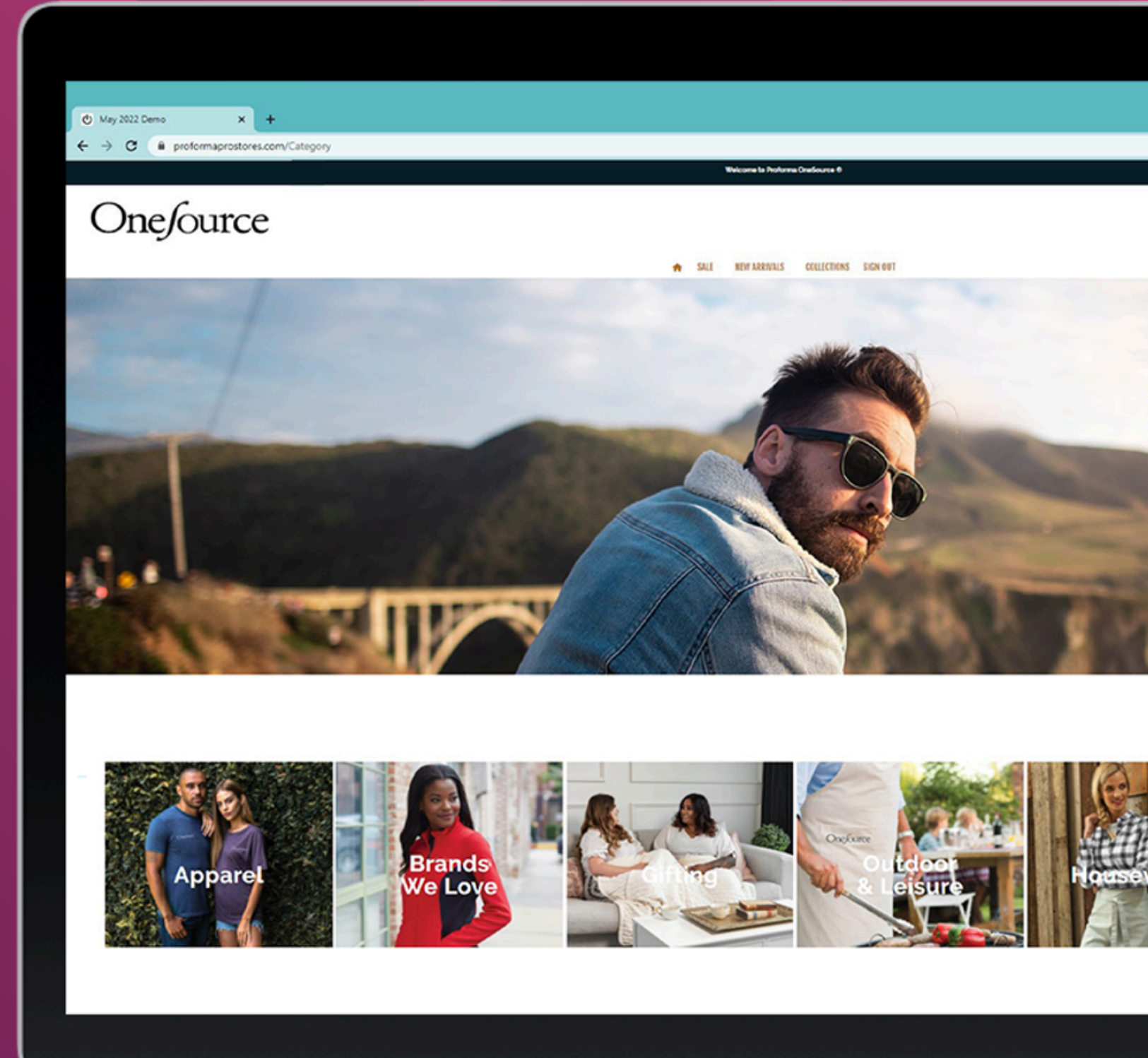
Flexible

Multiple product type capabilities offer greater selection and shopper convenience.

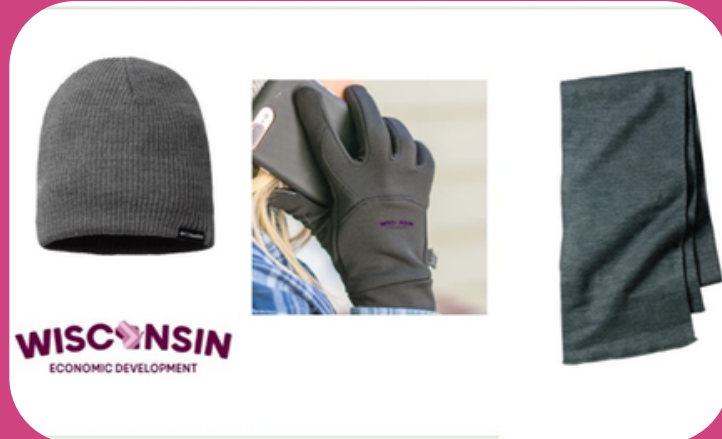


Expertise

Our in-depth experience in design, curation, and best practices delivers the best solution



Case Studies



NEW WAYS

With a Company Rebrand Launch just days away and no way to showcase new brand, this company turned to Proforma ScoutPromotions to create, build, fulfill and dropship the new brand via a redemption site company-wide. Due to the success of this event, Proforma Scout Promotions has earned their trust and business to build out a complete e-commerce site.

NEW RECOGNITION

Large International Natural and Sustainable Food Coloring Company looked for a partner that could build a recognition site, offer retail quality diverse premium gift offerings, with the capability to drop ship to an international sales force. With just 5-days to source, build and deliver, Proforma ScoutPromotions continues to run the recognition site and has earned their ongoing tradeshow business.

NEW ASSEMBLY

In 2023, Milwaukee, Wisconsin was selected as the location for the Republican National Convention. Proforma ScoutPromotions proactively engaged their organization for that opportunity and successive planning meetings. Trust was quickly earned with the Washington DC Committee on Arrangements and subsequently with the Milwaukee Host Committee as well. ScoutPromotions was awarded the merchandise contract for the Debate in 2024 and Convention in 2025. This was a challenging venture as all products were required to be of USA origin and produced and delivered within 10-days of award.

PREFERRED SUPPLIER PARTNER NETWORK

Enterprise level partnerships to give our clients
access to the biggest brands at the best price.

550 strategic agreements
20+ year working history

harman/kardon
by HARMAN

JBL

adidas

THE
NORTH
FACE

UNDER ARMOUR

CROSS
EST. 1846 USA

OGIO

IGLOO

CORKCICLE.

MOLESKINE

Carhartt

OUR PORTFOLIO



While we are proud of the number of clients we serve, we also work with some of the largest companies in the world and have been for decades.

20+

Years we have partnered with hundreds of our clients

750,000+

Clients in the Proforma Network

\$1bil+

Sales volume of many of our top clients



Portfolio



While we are proud of the number of clients we serve, we also work with some of the largest companies familiar to most right in the Upper Midwest.

13+

Years we have
partnered with our
clients

1,000+

Clients in the
Proforma
Network

300,000+

Sales volume of
many of our top
clients



Kyle

Owner of Tomahawk Live Trap

We work with Proforma ScoutPromotions on our custom marketing projects, and they have consistently been a trusted partner for our team.

Whether we have a specific vision in mind or need help developing an idea, the team is responsive, creative, and easy to work with. We're proud to manufacture our traps, cages, and animal handling equipment right here in Northern Wisconsin. It is important to us to work with other companies that share our commitment to quality and customer service.

Proforma ScoutPromotions has strong industry experience and a familiarity of our world. We highly recommend them to anyone looking for a dependable and creative professional team for their custom marketing needs.



Tomahawk Live Trap



Connor

Technical Representative, Bell Lab.

We take great pride in being The World Leader in Rodent Control Technology®, and we hold our strategic partners to that same standard of quality, reliability, and innovation.

Proforma ScoutPromotions has been an outstanding resource for our marketing needs. Candace Lillund and her team provide far more than promotional products—they offer complete, full-service solutions that help us bring our brand to life across a wide range of applications.

They take the time to understand our objectives, then work with us creatively to develop custom solutions that are both effective and professional.

We use Proforma ScoutPromotions because of their proven ability to consistently deliver custom solutions under tight deadlines. We know we can count on Proforma ScoutPromotions for our marketing needs.

They are a valuable resource for Bell Laboratories.



Scott
VP Marketing

We recently went through a complete rebrand and Proforma ScoutPromotions won our business to build a newly branded redemption e-commerce site including kitted gifts and employee dropship to meet our announcement date, all within 48 hours. As a result of their outstanding performance, quality customer service and ability to meet our unique store requirements, they have earned our business to run our completely new and rebranded company-wide site.

WISCONSIN
ECONOMIC DEVELOPMENT



Tracy
Director of HCBI

I've been working with Proforma ScoutPromotions, specifically Candace Lillund and my experience has been nothing short of exceptional. No matter what brand of apparel, type of notebook or special tradeshow item I'm looking for, Candace provides me with the highest quality options to meet our company's brand standards and guidelines. She is knowledgeable about the latest products, and I appreciate her proactive approach and high work ethic. I would highly recommend Proforma ScoutPromotions.



Thank you for your partnership

Contact Us Today!



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