

GENERAL MERCHANDISE



Goods that drive sales.

CVP offers something for everyone with a versatile line of general merchandise products under our CVP® and Work Fare™ brands. Stock these top-selling items and watch your bottom line grow.

CVP Office/School Supplies

Average Gross Profit Margin: 73%

- Invisible Tape

CVP Grilling

Average Gross Profit Margin: 42.9%

- Charcoal Briquettes
- Lighter Fluid



Work Fare Gloves

Average Gross Profit Margin: 46.6%

- Knit
- Canvas
- Leather
- Jersey
- Latex



CVP, a subsidiary of McLane, also offers a broad range of high-quality products for categories such as health and beauty care, grocery, candy, snacks, automotive, dog treats, beverage and foodservice solutions. The cost to you is low, so you can offer attractive prices to your customers while keeping your gross margins and penny profits high. Add in advantageous rebate programs that put money back in your pocket, and you can count on seeing the results in your bottom line.

To find out how CVP can help you increase your profits, please contact Laura DelleDonne at laura.delledonne@mcclaneco.com/254.771.7919 or reach out to your McLane representative.