

Crafter'sChoice®

Number One Brand Chosen By Professional Crafters.

Distributor Program & Application PROGRAM DETAILS





Introduction & Welcome

Thank you for your interest in the Crafter's Choice® Distributor Program. You will find that by offering the Crafter's Choice brand of products, you will be offering your customers the "best of the best". Your business will have the full cooperation of our technical support and creative marketing teams. It is our goal to help you succeed! We understand that every business has different levels of interests in stocking the Crafter's Choice brand of products. Therefore, we have created different programs to meet the needs of most business owners.

This packet includes:

- Frequently Asked Questions
- Distributor Requirements
- Application
- Code of Conduct

If you feel that your business is a candidate for one of these programs, we would welcome your application. Your application will be quickly processed and one of our Customer Service experts will follow up with you within 2-3 business days. This program is designed to service businesses that resell supplies and services to the craft and hobby industries. Any applicant that does not resell supplies or is using purchases to manufacturer products will be denied entry into the program. The application is located at the end of this packet.

If you feel that the Crafter's Choice Distributor Program is not a good fit for you at this time, you can visit the following these online websites:

- Wholesale Supplies Plus.com – www.WholesaleSuppliesPlus.com
- WSP Bulk.com – www.WSPBulk.com
- Milky Way Molds – www.MilkyWayMolds.com



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Frequently Asked Questions – Updated 1/5/2016

Acceptance

Acceptance letters are typically sent within 24 – 72 hours from application receipt.

Order Placement

Participant orders must be placed by going to the Crafter's Choice website (www.Crafters-Choice.com)

Payment Options

Orders must be paid before they ship. Payments are by check or credit card. Checks are to be mailed to:

Crafter's Choice Brands, LLC
7820 E. Pleasant Valley Road
Independence, Ohio 44131

To expedite orders, you may deposit money in a company account to create a company credit.

Domestic Order Shipping Options

- All orders ship FOB – Independence, Ohio.
- Small box orders ship UPS on customer shipper number or on our shipper number using our discounted rates.
- When you have been notified your order is ready for shipment, you may send Fed Ex in for a pick up.
- When prearranged, distributors may pick up orders from our distribution facility in Independence, Ohio.
- Pallet freight charges that require our arrangement must be paid with a credit card at time of shipment. Charges are for transportation costs plus a small handling fee. Our preferred carriers are UPS Freight, DHX, Estes Freight and Pitt Ohio. We will obtain quotes from all carriers to assure you get the lowest price possible.
- All distributor orders ship as soon as they have been prepared and checked by a dedicated staff of warehouse professionals. Most orders ship in 1 – 14 business days (depending on the size of the order).

International Order Shipping Options

- Orders ship FOB – Independence, Ohio
- Small box orders that require our arrangement must be paid with a credit card at time of shipment. These orders must ship on your UPS Shipper Number.
- Pallet freight charges that require our arrangement must be paid with a credit card at time of shipment. Charges are for transportation costs plus a small handling fee.

Use of Crafter's Choice Images

Only Crafter's Choice Distributors are authorized to use Crafter's Choice product images. Use of these images may not be transferred to any other party or entity. Use of the images by anyone or business that is not a distributor is considered to be unauthorized use of copyright materials.

Use of Marketing Materials

Crafter's Choice produces marketing materials for you to be used in conjunction with Crafter's Choice Products. These include recipes sheets, videos, formulations and technical data sheets. Only Crafter's Choice Distributors are authorized to reproduce these materials and they may only be used in conjunction with Crafter's Choice Products.



Technical Assistance

Program participants may contact Crafter's Choice for assistance in technical issues.

Distributor - Business Requirements

Introduction

The Distributor Program is for companies that have the primary focus of selling supplies to small businesses as well as into the craft and hobby industry. Distributors are required to stock a large variety of products and have product purchases over \$10,000 per calendar year. In return they receive the highest discount level, preferred promotion and marketing support.

Requirements for an Authorized Distributor

1. Stocks and markets Crafter's Choice® products. Note: Accounts with no orders in one calendar year will be deactivated.
2. Initial order of \$2,500.
3. Product purchases must total a minimum of \$10,000 per calendar. Purchases will be reviewed throughout the year to ensure movement toward commitment number. New distributors may be assessed on a pro-rated schedule.
4. Provides a UPS Shipper number for order fulfillment of small box orders.
5. Agrees that products ship FOB from Independence, Ohio.
6. Agrees not to repackage products sold as Crafter's Choice®. All Crafter's Choice® products must remain in the original Crafter's Choice packaging.
7. Agrees to honor the Minimum Advertised Price (MAP) for all products.
8. Orders must be paid for prior to shipment via cash, check or money order.
9. Agrees to abide by the Crafter's Choice® Code of Conduct.

Benefits

1. Tier 1 product pricing - lowest available.
1. Authorized use of Crafter's Choice Marketing Images listed on the Crafters www.Crafter's-Choice.com website.
2. Technical support from trained chemists and design experts.



Code of Conduct and Business Ethics

Policy

This policy provides for the Crafter's Choice® Distributor Code of Conduct and Business Ethics. We expect all Crafter's Choice® Distributors to observe the highest standards of ethics and integrity in their conduct. This means following a basic code of ethical behavior that includes the following.

Build Trust and Credibility

The success of Crafter's Choice is dependent on the trust and confidence earned from our Crafter's Choice® Distributors. We gain credibility by adhering to our commitments, displaying honesty and integrity and reaching goals through honorable conduct. When considering any action, it is wise to ask:

- Will this build trust and credibility for Crafter's Choice® products?
- Will it help create a working environment in which Crafter's Choice® can succeed over the long term?
- Is the commitment I am making one I can follow through with?

The only way we will maximize trust and credibility is by answering "yes" to those questions and by working every day to build our trust and credibility.

Create a Culture of Open and Honest Communication

Everyone should feel comfortable to speak his or her mind. We all benefit tremendously when Crafter's Choice® Distributors exercise their power to prevent mistakes or wrongdoing by asking the right questions at the right times. Debbie May will investigate all reported instances of questionable or unethical behavior. In every instance where improper behavior is found to have occurred, she will take appropriate action. She will not tolerate retaliation against anyone who raises ethics concerns in good faith. She does not consider concerns about conduct or ethics a threat, but rather as another encouraged form of business communication.

Uphold the Law

Our commitment to integrity begins with complying with laws, rules and regulations where we do business. Each of us must have an understanding and agree to follow the laws, rules and regulations that apply to our businesses. If you are unsure if an action is permitted by law or policy, you should seek advice. You are responsible for preventing violations of law and for speaking up if we see possible violations.

Competition

We are dedicated to ethical and fair competition. Crafter's Choice® products will be sold based on their merit, superior quality, functionality and competitive pricing. We will not offer or solicit improper payments or gratuities in connection with the purchase of goods or services for Crafter's Choice® or the sales of its products or services, nor will we engage or assist in unlawful boycotts of particular customers. We will not speak badly or create negative actions against others.



Proprietary Information

It is important that we respect the property rights of others. We will not acquire or seek to acquire by improper means, trade secrets, or other proprietary or confidential information. We will not engage in unauthorized use, copying, distribution or alteration of software or other intellectual property.

Selective Disclosure

We will not selectively disclose (whether in one-on-one or small discussions, meetings, presentations, proposals or otherwise) any material, nonpublic, information with respect to Crafter's Choice®, its business operations, plans, financial condition, results of operations or any development plan. We should be particularly vigilant when making presentations or proposals to customers to ensure that our presentations do not contain material, nonpublic, information.

Avoid Conflicts of Interest

We must avoid any relationship or activity that might impair, or even appear to impair, our ability to make objective and fair decisions when performing our work. We owe a duty to Crafter's Choice® to advance its legitimate interests when the opportunity to do so arises. Determining whether a conflict of interest exists is not always easy to do. Distributors with a conflict of interest question should seek advice from Debbie May before engaging in any activity, transaction or relationship that might give rise to a conflict of interest.

Corporate Record-keeping

We create, retain and dispose of our company records as part of our normal course of business in compliance with all regulatory and legal requirements. All corporate records must be true, accurate and complete, and company data must be promptly and accurately entered in our books in accordance with applicable accounting principles. We must not mislead any audit.

Accountability

Each of us is responsible for knowing and taking seriously the standards set forth in the Code, and that violations are cause for disciplinary action up to and including termination of your participation in the Crafter's Choice® Distributor program. Integral to our business success is our protection of confidential company information, as well as nonpublic information entrusted to us by Crafter's Choice® Distributors, customers and other business partners.

Confidential and proprietary information includes such things as pricing and financial data, customer names/addresses or nonpublic information about other companies, including current or potential vendors. We will not disclose confidential and nonpublic information without a valid legal purpose and proper authorization.

Compliance

Compliance with these principles is an essential element in our business success. Compliance with the code is subject to review and subject to audit. Crafter's Choice® Distributors are expected to bring to Debbie May's attention any breach or suspected breach of these principles. Provision has been made for Distributors to be able to report in confidence. From time to time, Distributors will likely have questions as to how this Code of Ethics and Business Conduct apply in particular situations. We expect all such questions to be discussed directly with Debbie May. Should Debbie May be uncertain on what actions should be taken to ensure compliance with this Code of Conduct and Business Ethics, she will obtain further guidance by consulting with the company attorney.



Participant Application

Company Name: _____

Corporate Identity: Corporation Partnership Proprietorship Subsidiary

Applicant Name: _____ Job Title: _____

Mailing Address: _____

City: _____ State/Province: _____ Zip/Postal Code: _____

Country: _____ Phone: _____ Fax: _____

Cell (optional): _____ Email: _____

Website: _____

UPS Shipper Number _____

Account Username: _____ Account Password: _____

Which services do you offer?

Online Store Brick & Mortar Store Local Classes Online Classes

Please initial each box as an indication of your understanding of the Distributor program.

I have fully read and understand the requirements of the program I am applying.

I have fully read and understand the Crafter's Choice® Code of Conduct and agree to abide by the requirements.

Signature: _____ **Date:** _____

Return Application

Please return the completed application along with business qualifications to:

Crafter's Choice Brands, LLC
Attn: Karen Stinson
7820 E. Pleasant Valley Road
Independence, Ohio 44131

You may fax the application to: 1-216-503-9387. If you have questions, please call Karen at 1-800-908-7028. Crafter's Choice® is a registered trademark of Crafter's Choice Brands, LLC.