

# BENTLEY

## SEED CO.

### FREQUENTLY ASKED QUESTIONS

Thank you for choosing Bentley Seed Co. to be your custom packet partner!  
Below you will find frequently asked questions that tend to come up before, during, and after the ordering process.

#### **QUOTES/PRICING:**

##### **FAQ – How do I know how much my order will cost?**

Factors such as quantity, choice of seed, type of paper, size of packet, timelines, and number of designs are just some of the factors that go into getting you the best pricing. Once we have all the information we need, we use an algorithm that searches multiple vendors for your raw materials to get you the best possible price. For re-orders, please don't assume pricing is set.

Please contact Katie with any questions regarding pricing prior to issuing a PO.

#### **ISSUING A PURCHASE ORDER:**

##### **FAQ – What should I include in my purchase order?**

Please email your PO to sales@bentleyseeds.com and be sure to cc becca@bentleyseeds.com, please also include the following:

- Contact name, phone, and e-mail for invoice and tracking
- Quantity of packets
- Choice of Seed
- Quoted Price
- Due Date
- Shipping address
- Who will be arranging freight (Bentley Seed or you the customer?)
- Billing address (if the same as shipping, please note)
- Pack out instructions
- Any special instructions

##### **FAQ – I placed my PO and Artwork is approved; can I still make a quick change?**

Custom packets are created using fresh crop seed, and printed from scratch. This leaves little to no room for change once the process begins. PO details cannot be changed once your order has been accepted and Artwork has been approved.

#### **ARTWORK:**

##### **FAQ – How do I get my artwork?**

Custom packet layout instructions (PDF), and a blank dyeline (AI) will accompany this document. Having compatible art files is imperative to custom packet orders. A proof will be provided before going into production. We can't begin the process without your final approval. If you have any questions or compatibility issues, we can help get you the direction you need. Please don't hesitate to contact Nina with art or packet design questions.

#### **COMMUNICATION:**

##### **FAQ – Who do I contact at Bentley Seed with questions?**

You will always have a main contact for any project with us, and you can always direct specific questions to the team member you feel can best assist you.

- **Jeff Bentley**, CEO - jeff@bentleyseeds.com  
With over 20 years' experience, Jeff is here to help you and our team craft the best products you can ask for. You will likely meet Jeff at the beginning of the process.
- **Katie Bentley**, VP Inventory & Operations - katie@bentleyseeds.com  
Katie handles all sourcing of seed and packets as well as overseas AP/AR. You may hear from her if questions come up regarding the execution of your order.
- **Becca Conklin**, Office Manager - becca@bentleyseeds.com  
Becca handles our order processing as well as our AP/AR department. You will be receiving updates and tracking from her as your order processes.
- **Nina Ossont**, Creative Director- nina@bentleyseeds.com  
You may hear from Nina if there are art-work related questions.

##### **FAQ – Once my order is placed, how do I know where it is at in the process?**

You will receive confirmation, updates, and tracking emails from Becca. Most updates will come in the form of emails. Please be sure to check all of your mailboxes, including junk, for any lost correspondence.

#### **SHIPPING:**

##### **FAQ – How does my order get to me?**

Shipping costs cannot be determined until all the order particulars are quoted exactly and a valid delivery address is supplied. The weight and measurements required to quote shipping can't be determined until all specifics are available for an estimate. If you do wish to arrange your own shipping, please include that information in the PO. Also note, any 3rd party freight will incur a handling charge. We can quote handling per request.

#### **PAY TERMS:**

##### **FAQ – How do I pay for my order?**

For any custom packet order of \$10,000 or less, we ask for full pre-payment. An invoice will be emailed to you that you can pay directly from. We except all major credit cards, paypal, apple pay, ACH transfer and checks.

##### **FAQ – What if my order is over \$10,000?**

On larger scale orders we ask for a 50% deposit at the time the PO is placed. The balance will be due prior to shipment.

##### **FAQ – I'm a new customer, can I get Net 30?**

We cannot grant terms to new customers. After your first order, we are happy to discuss terms and credit limits.



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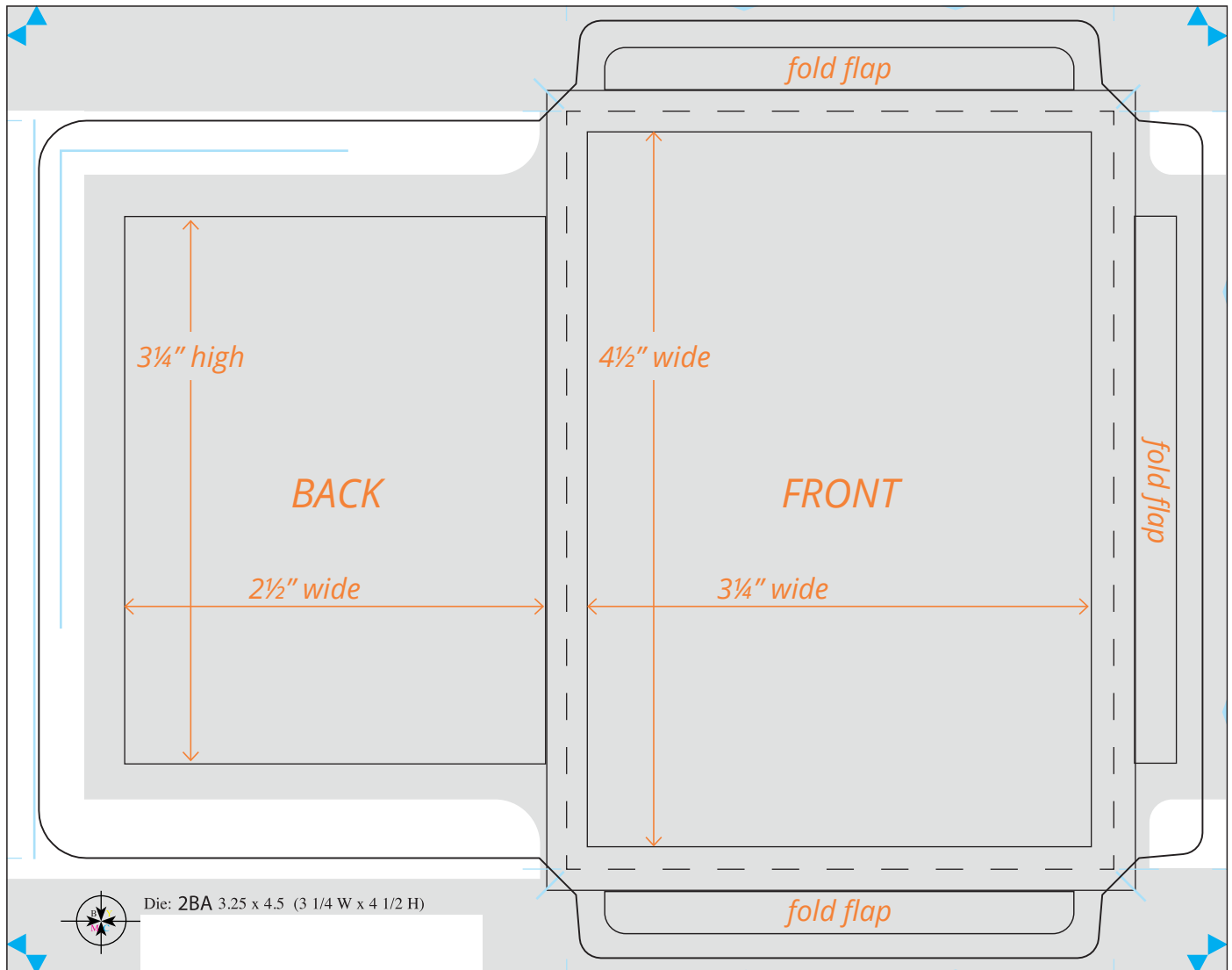
### CUSTOM PACKET ORDER GUIDE

- Left hand side is back of packet, box represents safe copy area.
- Please bleed out all background according to gray Bleed area below.
- Right hand side is front. Please ignore top box.
- Dotted line on front is fold line.
- Please bleed out all back ground to box directly past fold line.
- Background may bleed towards top, right side, and bottom.
- Top, right hand side, and bottom of front are folding flaps.
- Please do not bleed any farther than 1/2".
- Box directly in side fold line is safe copy area on front. Please keep all copy and logos inside this box. If copy or logos exceed this box they may fold over.
- White Knock out is glue line.

*\*Please either remove template from art prior to sending file, or group complete template as its own layer.*

*\*Dotted Line Represents fold line. It is important not to end anything on the fold line.*

 = Max Bleed Area



- **Left Hand Rectangle** is *Back of Packet Overall Size*
- Back of packet copy area is 2 1/2 x 3 1/4"

- **Right Hand Front Rectangle** is *Front of Packet Overall Size.*
- Back of packet copy area is 3 1/4 x 4 1/2"



Bentley Seed Co.  
Cambridge, NY 12816

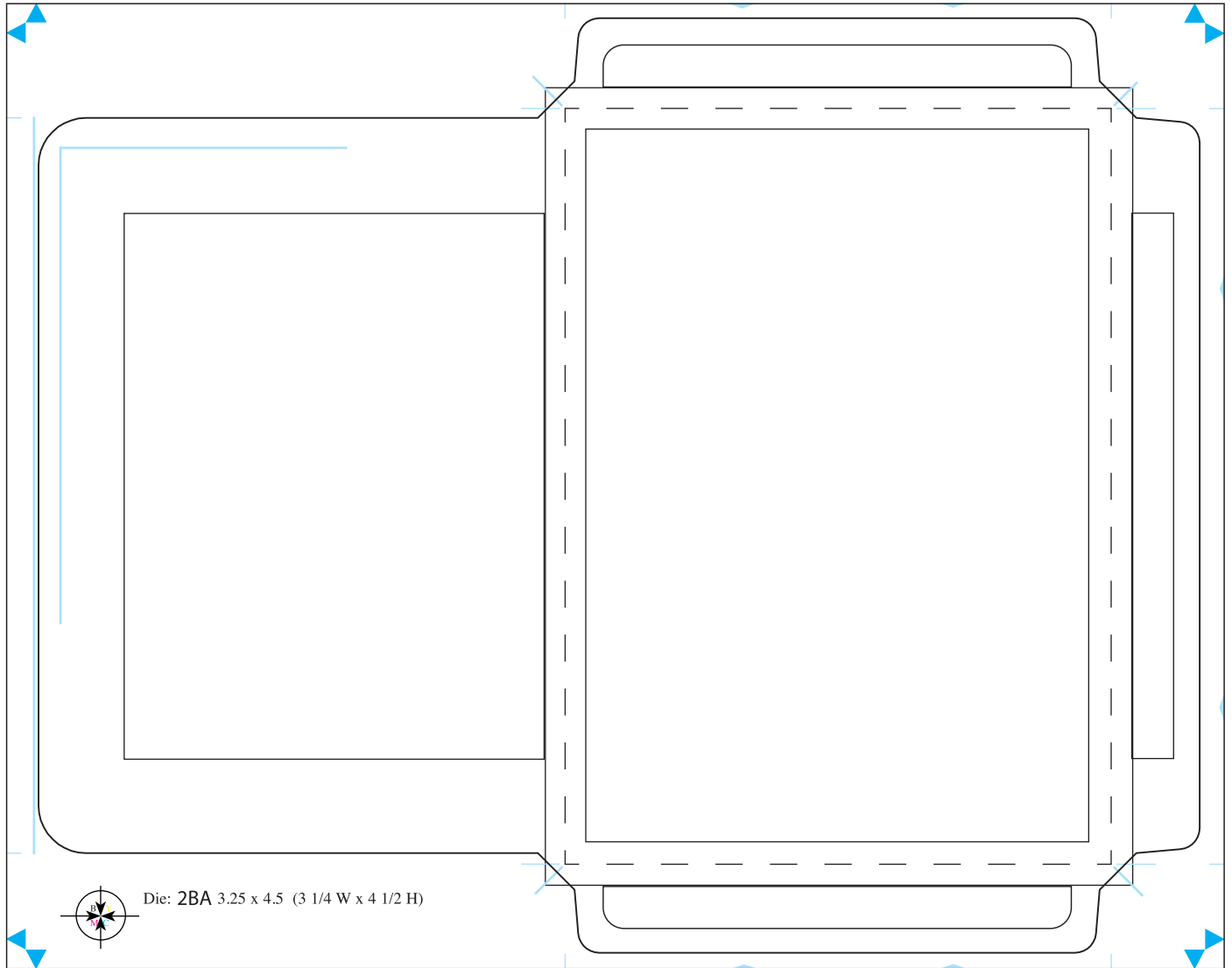
(518) 677-2603  
sales@bentleyseeds.com

*Grow Good Things!*

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SEED CO.

## BENTLEY CUSTOM PACKET TEMPLATE



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