



Phone: 303.997.4961 | Email: sales@woodstickers.com | Online: woodstickers.com/salesreps

Sales Rep Information Packet

Welcome to Dust City!

We are very excited to have you aboard to represent our brand. This product is growing in popularity fast so we're looking forward to a mutually beneficial business relationship.

This document is meant to serve as a reference document providing details about product itself, as well as guidelines, policies, and information that will help you sell more wood stickers!

To be clear... this is not a public document. Please do not show this information to your accounts or other reps. It is made for your eyes only.

On the following pages, you'll find several helpful resources such as:

- A **Wood Sticker Sales Brief** which covers critical information about the product, key selling points, and common objections you may hear in the sales process
- Our **Custom Design Policy and Guidelines** as well as a few other policies
- Our **Bulk Discount Pricing Policy** for high quantity orders
- Our **"High Rent" Discount Policy** for particular retailers
- Order Entry Tips** so we can easily process them and get you paid!
- A copy of the **Retail Training Document** we send to every new Wood Sticker retail account

We want to ensure that you are as successful as possible selling Dust City Wood Stickers. Please read through this material and let us know if anything is still unclear. You can reach us at sales@dustcitydesigns.com.

Thanks again for reping us. We're looking forward to delighting all your accounts with our unique and innovative product!

Your Pals at Dust City:

Josh Glisan, CEO and Founder

Todd Goodrich, COO

Matt Menke, Art Director

Kristin McSherry, Production Manager

Jeff Klaus, Laser Operator

The Crew (Admin, Fabrication & Fulfillment Teams)



Wood Sticker Sales Brief - Critical Info

Wholesale Price	\$3 per unit
Suggested Retail	\$5.99 per unit Many of our accounts bump their price up to \$6.99 or sometimes even \$7.99 without negatively affecting sales volume.
Wood Type	Cherry and Maple at the moment (we're always vetting new wood types)
Minimum Order	We require a minimum of 50 total units (\$150 value) per order or reorder. Your buyer is welcome to spread that minimum over several designs or wood types, just as long as the total quantity is above 50.
Wood Type	Each wood sticker design can be made in either cherry (darker) or maple (lighter). There is no price difference, so your buyer is free to choose their favorite. We strongly recommend a 50/50 split for each design.
Retail Displays	We have two retail display options, and they're FREE with an order to fill! Both are 4 sided countertop spinners... <ul style="list-style-type: none"> • Short Display – 8 hooks/designs, 96qty to fill, 192qty max • Tall Display – 12 hooks/designs, 144qty to fill, 288qty max We fabricate all of our retail displays in-house and they look spectacular. They're shipped flat-pack with easy to assemble instructions. Each of the hooks are removable for easy remerchandising.
Terms	We are happy to offer Net30 terms to your trusted accounts. If they need more time than that, please check with us before making any commitments.
Custom Designs	Yes! Please see the Custom Design Policy in this doc for details.
UPC Labels	We will do UPC barcode labels on an order free of charge. This must be requested – our default is to ship without UPCs. If an account requests UPCs, please be sure to note if they want one per SKU or one per SKU/wood type variant (essentially 2 per SKU). If they want a retail price on the UPC, please also let us know what that will be. We'll also include our SKU on the UPC label unless they specifically don't want them.
Discounts	Under certain circumstances we are willing to negotiate a discounted per-unit price. Bulk discounts do not apply on orders below 1,000 units. Please discuss any potential discounted deals with us before closing.



Wood Sticker Sales Brief - Key Selling Points

Made in the USA	<p>Each and every wood sticker is fabricated, packaged and shipped from our facility in Denver, Colorado. Even our wood veneer comes from domestic tree farms. The BCG Center for Consumer and Customer Insights conducted a study and found that Americans are willing to pay up to 60 percent more, on average, for U.S.-made products. "Made in USA" is prominently displayed on our packages and retail displays.</p>
Eco-Friendly	<p>That's right, even though they're made from wood, Wood Stickers are far more sustainable than traditional vinyl stickers. First, all of our wood material is Forest Stewardship Council (FSC) certified to be sustainably grown and harvested. Second, the process of creating our products doesn't generate toxic waste like vinyl stickers do. And finally, wood is a natural material that will decompose rather than sitting in a landfill or turning into tiny bits of plastic in the ocean. But it doesn't stop there. All of our packaging and shipping material is made from recycled material... even the cello bags are biodegradable!</p>
Dishwasher Safe	<p>Believe it! Even though our product has a natural wood look and feel, we've sprayed it with a clear coat that protects against moisture and UV rays. So not only is it top rack dishwasher safe, but it's also good for outdoor applications like cars!</p>
Point of Sale	<p>Encourage your buyers to merchandise Wood Stickers at the point of sale. It's a great impulse purchase under \$10 while they're waiting to check out. Extra points if the account puts one of their bonus stickers on the cash register (we ship extra "bonus" stickers with every order). The product does well anywhere on the floor, but it really shines near the cashwrap.</p>
Bump Your Margins	<p>Our suggested retail price for a Wood Sticker is \$5.99, but easily half of our accounts charge \$6.99 and we've never heard feedback that the product doesn't move at that price point. In some cases they even sell well at \$7.99! So be sure to let your buyers know that they can bump up their margins and make it a more profitable item.</p>
Flexible AND Fast	<p>We fabricate every order as it comes in. That means we're able to have a lot of design flexibility for things like customs and name drops. But we also have short lead times just in case your buyer needs their wood stickers right away. Typically we fabricate, package and ship all as-ready orders under 1,000qty in 2 weeks or less. So if they want to sneak in one more cool product before the high season, we can make it happen.</p>



Wood Sticker Sales Brief - Common Objections

"It seems expensive..."

Yes, Wood Stickers are more expensive than vinyl stickers. It's a premium product, which is reflected by the elegant presentation in the packaging. We have plenty of data proving this product will sell very well at the suggested retail price point.

It's also a Made in America product, which means higher labor costs... but also higher quality. Made in USA is prominently displayed on the packaging as well as the retail display, and it's a proven sales booster. If you're still not sure, just put in a minimum order for only \$150 and test it out.

"We don't sell stickers..."

Great, well this is the perfect place to start then. The uniqueness of this product make it something that sells well beyond the normal sticker-buying market. It's a more sophisticated version of the sticker. Adults love to adorn their phones, water bottles and laptops with this product. A Wood Sticker makes a great gift or souvenir to mark the experience.

"I'd rather do wood magnets..."

Dust City isn't currently doing magnets, but they are considering it in the future. Complimentary products are coming soon, but for now they're focusing on wood stickers. There are many wood magnet manufacturers, but there is only one wood sticker, so it's a chance to introduce a brand new product category to your customers.

"Can I get custom sizing?"

Dust City standardizes the size of the sticker so that they can offer everything at the same \$3 per unit cost. They do custom sizing from time to time, but here are a few reasons why you might want to start with a standard size:

1. It will always fit in the packaging AND it will fill the cello bag for a nice presentation.
2. If we have to ship them loose, there is a chance for breakage since the packaging protects the thin wood veneer.
3. If you want to go smaller, it will still probably end up near that \$3 cost so it makes more sense to go with the standard size.

The actual dimensions of the sticker will vary based on the shape, but for example a circle shape will always be just under three inches in diameter. Dust City has exact dimensions for all of their wood sticker designs, so if you would like exact figures just let us know.

"I don't know if it will do well in my store..."

No problem, that's why Dust City sets such a low minimum order. For just \$150 you can "dip a toe" and see if your customers like the product. We realize that it's a new item and people might even be aware that wood stickers exist. But we can tell you that once they are introduced to the concept, their eyes light up. It's a unique conversation starter. Give them a try!



Dust City Policies

Custom Design Policy and Guidelines

The topic of custom designs at Dust City Wood Stickers gets a little complicated so stay with us for a minute...

We always encourage you to sell from the stock design catalog wherever possible, as it just makes the order move through the system more smoothly. But since we fabricate everything to order, we are able to offer unique and sometimes exclusive designs. We know that's a big selling point with retailers, so if they insist on "ordering off-menu" we're happy to cook it up!

Rule of thumb: if our art department will have to spend a significant amount of time on the design, it will be subject to a custom art fee.

That said, we try to only charge the art fee when it's absolutely necessary. Here are some situations where we would NOT charge a fee...

- Name Drops on any of our stock designs
- Adding a Name Drop to a stock design that doesn't have a designated "Your Text Here" area
- Converting any ready-to-use artwork (logos, t-shirt designs, etc.) into a wood sticker
- Creating a design that you can sell to at least half of your accounts – we'll just add it to your catalog

Now, here are some common design requests where an art fee would be charged...

- A landmark or tourist attraction that is very specific to a particular location
- Converting a photo of something to a wood sticker design
- Making significant changes to an existing design – something like "that bear design is nice, but can you make it more friendly-looking?"

Here are the details on the art fee: it's a flat \$80 per design created OR we'll waive the fee if you sell at least 100qty of that custom design. Since we don't pay commissions on art fees, it's in your best interest to close them on 100 or more.

Last thing... the sales rep is responsible for getting custom design requests over the finish line. We will take your notes and create a design. Then we'll send you a digital design proof to present to your buyer. It's up to you to get approval or collect any feedback, edits, adjustments, etc. In other words, the more complex the custom design order, the more you'll have to work to close that sale. Please use your best judgement when a buyer suggests a custom.

Submitting a Custom Design Request...

It's in your best interest to be thorough when sending over a custom design request. If we have all the information we need from the get-go, it'll save everyone a lot of back and forth. Here are some tips...

Send us a reference image if you have one. Our design team loves this. Does your buyer want a wood sticker design with Mt. Awesome on it? Great, jump on Google Image Search with them and find us a solid reference to work from.

Clearly describe it on the PO – this is often all we have to work from so be descriptive.

Sketch it out! We don't expect a fine art masterpiece... but if we get one from you we might steal you to come make more wood sticker designs for us.

Tell us if there's anything that's not a sticker that you'd like to include in the design!

If you're submitting artwork to convert into a wood sticker, here are some **art guidelines** to help the process go smoothly...

- Our preferred art format is a one color vector file (.ai, .eps, or a vectorized .pdf) This makes the conversion process very easy.
- If a vector file isn't available, please send us the highest resolution image (.jpg or .gif) you can get your hands on. If it's an image, we'll have to trace the file so making sure it's a high resolution is critical. We can't work with a logo that's 100 by 100 pixels.

Once you get a few under your belt, submitting custom requests will be a piece of cake. In the meantime, just send any questions our way and we'll be happy to help.

Sales Literature and Samples

We want to make sure you have the tools to sell a whole lotta wood stickers! Please see the Resources section at woodstickers.com/salesreps for links to sales literature you can download and print.

Upon request, we'll send you a bound and printed version of the catalog and printed sell sheets. Printing costs are considerable, so please only request as many as you think you'll need.

We would prefer you didn't give out catalogs to your accounts as it uses up a lot of paper. But, feel free to email them the digital versions if they would like to look through our stock designs. If you have a set of particular SKUs you would like to present to an account, just reach out and we can put them on a proof sheet for you!

We also want you to have plenty of samples to give out! You're welcome to pick as many as four SKUs from the catalogs and we'll fabricate sample products for you to give out on your sales calls. We do limit the amount of samples per rep to 100 per quarter. Again, we take a big loss on samples. It's important to us to get wood stickers into as many hands as possible, but please only request as many as you need.

Delinquent Payments

We don't pay commissions until we receive payment for the order. We'll be sure to notify you of any accounts who are past due. Any account who is more than 60 days overdue will be placed on Prepay terms for future orders.



Wood Sticker Bulk Discount Policy and Guidelines

CONFIDENTIAL!!

We've created the Wood Sticker Bulk Discount Guidelines to allow for maximum flexibility when negotiating high volume deals. Obviously the higher per-unit price we can get, the better it is for Dust City and our reps, but we know that big orders are always negotiable, so here's a general rule of thumb.

The price breaks kick in at total quantity increments of 1,000. As such if a client orders something like 3,000 wood stickers, you have two pricing tiers available as it's right on the cusp.

If a client doesn't need a high quantity all at once but does a high volume of sales, we are willing to offer the discount and spread out the quantity over as much as 6 months, however this agreement must be in writing and signed by the client, clearly stating the total quantity and what the fulfillment schedule looks like.

Lastly, we understand that sometimes staying within these guidelines won't be entirely feasible. There is value beyond just the purchase price... such as increased visibility for the brand, professional connections and introductions, being associated with a bigtime retailer, etc. If the negotiations are looking like they'll deviate drastically from the table below, please make a point to touch base with us before making any commitments.

Any further questions, feel free to reach out to us at 303.997.4961

Total Order Quantity	Unit Price	Discount %
0 - 1,000	\$3.00	None
1,000 - 2,000	\$2.70	10%
2,000 - 3,000	\$2.55	15%
3,000 - 4,000	\$2.40	20%
4,000 - 5,000	\$2.25	25%
5,000 and up	\$2.10	30%



Wood Sticker “High Rent” Discount Policy CONFIDENTIAL!!

We understand that some retailers need a higher markup than others to cover the cost of doing business in their area. Therefore, we’ve implemented a “high rent” discount policy to make it easier to make deals with certain accounts.

At the moment this discount is only available to retailers verified to be inside an airport or inside a National Park (concessioners). Any other requests for discounts due to high operating costs must be reviewed and approved by Dust City.

Most retailers can work with our keystone pricing model for Wood Stickers, putting a 100% markup on our \$3 wholesale cost and selling them for \$5.99 each. Some even charge \$6.99 or \$7.99 in order to bump up their profit margin. They have no problem selling good volume at that level, so we know the market can bear a higher retail price point.

Thus, **we are authorizing a 10% discount to qualified high rent accounts** with a suggested retail price of \$7.99. That brings their cost down to \$2.70 per wood sticker and makes their markup 196%. We feel this is sufficient to cover the additional cost associated with operating a retail store in an airport or National Park.

One final note to our reps: we trust your best judgement when it comes to discounting, but we must ask that you only use this particular option when it’s critical to closing the deal. We created this policy to make the sales process smoother for you, but if we feel the policy is being abused we will discontinue it and negotiate each account on a case-by-case basis. Thank you for your discretion and understanding.



Order Entry Tips

Required Account Information

Please be sure to include everything on this list for their first order so we can get them into our system.

- Sales Rep Name
- Account/Company Name
- Buyer Name (first AND last)
- Buyer Email (**REQUIRED**: we send notifications, invoices and links to pay by credit card)
- Account Phone Number
- Account Billing/Shipping Addresses
- Payment Terms (NET30 by default)
- Preferred Payment Method
- Any Special Notes (shipping directions, special requests, etc.)

IMPORTANT NOTE – if your account wants to pay by credit card, **DO NOT** send their sensitive financial information over to us! Just let us know, and we'll send an email where they can pay securely online when we ship the order. If your account does not have an email address, unfortunately we cannot process a credit card transaction and they will have to mail

Order Entry Do's and Don'ts

- **We do not have a fax machine** (I know right??? Crazy 21st century millenials...) Please email all purchase orders.
- If you're writing orders by hand, **PLEASE PRINT LEGIBLY** so we don't have to call for clarification.
- Please always include **wood type preference** (all cherry, all maple, or 50/50 split). If no preference is listed, we'll ship a 50/50 split by default.
- Remember to specify the **requested ship date**. "As Ready" is fine if they don't have a preference.
- **Include the SKUs!** We've got a massive design catalog, and not including the SKU creates a ton of work.
- If a SKU has any special instructions or a name drop, please **add the notes** right next to or just below that line on the PO.
- If a design is a custom request or we're using the account's artwork, please put **"CUSTOM" where the SKU would go**.
- Lastly, please clearly state if they want a free **"Tall" or "Short" display** to ship with the order.



Retail Sales Training & Product Info

Questions? Give us a holler: sales@woodstickers.com - 303.997.4961



HI EVERYBODY!

Thanks for carrying Dust City Wood Stickers™ in your fine retail establishment. We wanted to let you know all about our product so that you can better help customers on the floor.

Wood Stickers are a unique product, so there are a lot of common questions that a customer might ask. Below you'll find these questions, with answers direct from Dust City. If anything comes up that isn't on this list, please give us a holler!

Consumer FAQ's:

- Is it real wood? Yes, it is real maple (lighter) and cherry (darker) veneer AND... it's FSC certified sustainably grown and harvested!
- Will it stay on well? Yes, the 3M adhesive we use is very strong so be extra sure before you stick it to something. You can get them off, but it'll probably ruin the sticker.
- The sticker looks a little curled up in the package... Is that OK? Yes, it's fine. We do our best to flatten out the veneer with relaxers and presses before we turn them into stickers, but it's a natural product and sometimes the wood just wants to curl. Rest assured that if you put it on something, the adhesive is much stronger than the wood's tendency to curl - it will stick flat and stay flat!
- How do they hold up over time/outdoors? These stickers are sprayed three times with a hydrophobic clearcoat, meaning water will bead right off them. We don't say "waterproof" but they are very water resistant. It also protects against UV damage. So they're definitely a high-quality product that you can use outdoors or around moisture.
- What can I put it on? They work great on any hard surface. We've got them on cars, windows, phones, laptops, water bottles, beer growlers, skis, snowboards, luggage... anything your heart desires! We don't recommend putting it on any soft or flexible surface though - eventually the wood will crack.
- Do they bend? Yes! As long as you bend them with the grain and you're careful when putting it on, they will stick to any curved surface. You cannot bend them against the grain though - they'll crack. So we make sure we etch everything with the grain aligned so that you can bend it around a water bottle (for example) and have the design upright.
- Can I put them on a car? Yes! It is a natural product and will eventually break down, but they last about the same amount of time you would expect a vinyl sticker to last.
- Can I put them in the dishwasher? Absolutely! We've run them through the dishwasher more than 20 times on glassware, water bottles and beer growlers... they look as good as new. We recommend putting it on the top rack and using gentle detergent for best results.

INTERESTED IN SOME WOOD STICKERS FOR YOURSELF? GIVE US A HOLLER AND WE'LL SET YOU UP WITH A COUPON CODE SO YOU CAN BUY AT WHOLESALE PRICES ON WOODSTICKERS.COM!