

**CHOICE PROMOTIONAL PRODUCTS**  
100 Michelle Lane, Boerne, TX 78006  
(830) 755-5368 FAX (775) 871-1036  
choice@gvtc.com

## **RESELLERS \* GETTING STARTED GUIDE**

**Thank you for inquiring about reselling our huge selection of custom imprinted products and apparel. Although this is a specialized business, we hope we can make the process as simple as possible for you, and you'll learn a lot as you progress. We are always here, either by phone or email, to answer questions as they arise.**

**We believe you will enjoy reselling our products, because we have the experience and the vast supplier base to provide you with a large selection of quality merchandise. We value customer service, and will make every effort to see that you and your customers have a great experience with every order.**

### **PRODUCTS**

**We have many different suppliers, as different products require various methods of printing and different equipment. You may have already browsed our extensive online catalog, which will be your source for product research. You may choose to offer a select number of these products on your own website.**

**Every order will have a screen or set up charge which you will pass on to your customer. This is the cost our suppliers incur for setting up a custom screen based on the artwork we send them. This cost is usually \$35-50 range, and will be part of your quoted information, whenever you fax in a request for a product quote. For additional imprint colors, there will be another screen charge, as they have to produce a screen for each color.**

**There is an additional charge for PMS color matches, if your customer should request that. Usually that is when they have a corporate logo with colors that must have an exact match.**

**Every product will have a certain imprint area; the available area that can be printed on. Keep in mind that some customers may request a large amount of imprint on a very small item, such as a pen or keychain. Less is more! They will want their product to be attractive and legible, so they need to keep size in mind.**

## **ARTWORK**

**We will do simple layouts in one imprint color at NO CHARGE to you and your customer. However, detailed artwork or multiple color artwork will require an additional art charge. We can also include that as part of each individual quote.**

## **YOUR COST**

**We offer our resellers a flat 20% off of the product retail price. Screen charges and shipping do not receive the 20% discount. You may mark up the products to your customers at 20%, or at any amount you choose. Since these are custom imprinted products, we do require full payment in advance.**

## **RETURN POLICY**

**We cannot accept unauthorized returns, since these are custom imprinted products. However, we make every effort to be sure the artwork is proofed before production is started. Should there be a misprint or product defect, we will replace or refund in those cases. No returns can be made without first contacting us for return authorization. Requests must be made within 30 days of receiving the products.**

## **PRODUCTION TIME**

**Production time on most products is about three weeks after art approval, including shipping time. Rush orders are sometimes possible, but we must check on those on a case-by-case basis, as the capability to meet a rush date depends on many factors.**

## **PRODUCT RESEARCH**

**We do not have the staff to do product research for you. In other words, if your customer wants ideas, you will need to go to our online catalog and do some research. When you and your customer settle on a product, we will be available to quote, or perhaps even be able to offer a better or less expensive alternative.**

## **WHAT IS THE ORDER PROCESS?**

**The first thing you will do is fill out a quote request form and fax or email it to us. We will respond as promptly as possible. If your customer then agrees to the order, you will fill out an order form and fax or email it to us. We will confirm and email you a layout for your customer to approve before**

**production begins. We will require payment in full in advance.**

## **PAYPAL**

**If you do not have a merchant account for processing your customer's credit cards, we suggest you set up a business account with [www.paypal.com](http://www.paypal.com) . Your customers will be able to pay you securely using the Paypal system, which is secure.**

## **DROP SHIPPING**

**We can ship products to you or drop ship directly to your customer. Please specify on your order form.**

## **HOW DO I GET STARTED?**

**There is no fee to start a reseller program with us. Simply complete and return the reseller application and we'll be ready to go!**

**Any questions we haven't covered here?  
Email us at [choice@gvtc.com](mailto:choice@gvtc.com)**