



You want to start a Company Program and you are not sure where to start, Here are some questions to answer to help decide what type of program:

Will there be inventory? If not will there be periodic orders or individual orders for minimum quantities?

Who will receive orders and be responsible for customer interaction (Trademarks or Client)?

Who will collect money for orders (Trademarks or Client)? Bill one location? Credit Cards?

What is the expected turn around for orders?

Single or multiple shipment locations?

Shipment method? UPS, FedEx, Delivery, Pickup, other

What is expected life of program?

What is expected order size?

What is expected program yearly volume?

Once you know some of those answers, it will help you decide what type of Program you are looking for:

Order Blank or Virtual Web Site Program

- No inventory (Minimal risk)
- Order blank can be printed, emailed, or e-commerce web site.
- Goods produced at set intervals (once, at specified quantities, monthly, etc.)
- Trademarks or Client can receive orders.
- Case or piece shipments.
- Generally adds 5% – 10% to price of goods for fulfillment charges.

Case or Bulk Inventory Fulfillment

- Inventory is held in case lots.
- Order blank can be printed, emailed, or e-commerce web site.
- Trademarks or Client can receive orders.
- Case shipments only.
- Typically daily or weekly shipments.
- Generally adds 7% - 12% to price of goods for fulfillment charges or is charged by box/pallet size.

Individual Fulfillment

- Inventory is held in pieces.
- Order blank can be printed, emailed, or e-commerce web site.
- Goods are ordered as necessary to maintain predetermined minimum and maximum levels of inventory.



- Trademarks or Client can receive orders.
- Trademarks or Client can collect money
- Individual piece shipments.
- Typically daily or weekly shipments.
- Generally adds 10% - 15% to price of goods for fulfillment charges.

Staples to all programs administered by Trademarks:

- Administered under one roof.
- Dedicated Fulfillment department.
- 800# fax, email and e-commerce capabilities.
- Secure inventory area and customary insurance.
- All goods are checked in, and counted (case or piece depending on program type).
- Established shipping area to handle shipments of all sizes (pieces to pallets).
- Been in business since 1979.
- In-house Graphics and IT departments build and maintain each site. Therefore, we can make additions or changes quickly.
- Inventory status report is run weekly so that the Account Manager assists in monitoring inventory. If inventory for an item is running low before reports are run, Account Manager is notified.
- Reports showing orders and inventory movement are produced monthly. This can be more frequent if necessary for the program.
- The flexibility to customize programs to fit different customer needs.

