



Private Label Catalog Program Frequently Asked Questions (FAQ)

- 1. Why do I need a Private Label Catalog?** It is a proven-successful marketing tool that broadens your overall product offering generating add-on sales. Have your customers replace their Seton & Emedco catalogs with your catalog...Be their one-stop shop for all their safety identification needs.
- 2. What is an NMC Private Label Catalog?** It is a 320 page, full-color safety identification catalog with YOUR logo and contact information featured right on the front cover.
- 3. How will a PLC catalog save me money?** Catalog printers charge thousands for paper, layout/design, manufacturing and plate charges. NMC's private label catalog will cost you a mere fraction of the cost.
- 4. How will it increase my sales?** It will broaden your overall product offering while allowing you to make up to 55% GPM on over 10,000 safety identification products.
- 5. Why should I sell a safety identification line?** Your customers currently purchase safety Identification products elsewhere, why not from you? Safety identification is a comprehensive product category in high-demand that yields a generous profit margin business (35% -55% gross margins).
- 6. How much will it cost me?**

4 Cases (112 catalogs).....	\$1.25 / per catalog
20 Cases (560 catalogs).....	\$1.00 / per catalog
40 Cases (1,120 catalogs)	\$0.90 / per catalog
- 7. Is there a minimum order?** The minimum order is 4 cases (112 catalogs). Orders will be accepted in case quantities (28 catalogs) only.
- 8. Why is there a cost associated when your standard catalogs are free?** The costs listed above covers the printing of your contact information only. NMC is incurring the costs of printing a 320 page catalog.
- 9. Can I see a Proof?** After receiving your logo and information, a proof will be sent to you for your approval prior to printing your catalogs.
- 10. Does the private label catalog include all of NMC's products?** Yes, your private label catalog features NMC's complete safety identification offering all creating add-on sales for you.
- 11. Do I have to inventory any products at my facility?** No. NMC will direct ship to your customer.
- 12. How do I order my private label catalogs?** Complete the order form, be sure to include your PO # and fax it to 800-338-0309. Details on submitting your camera-ready artwork are listed on the order form.
- 13. What is camera-ready artwork?** True Black & White Vector Line Artwork in high-resolution format is acceptable. We can create the artwork for you. Art charges may apply.
- 14. How many colors can my logo & contact information contain?** One color - Black.
- 15. When will I receive my catalogs?** Upon receipt of your final approval, it will take apx.10-15 days to ship.
- 16. What prevents my customer from calling you directly to place orders?** NMC only sells through distribution. We do not sell to end-users and we will direct end-users back to you.