

SANFORD secrets for SUCCESS
2010 Confidential U.S. Distributor Information

**NO
 PRICE
 INCREASES
 IN 2010!**

Plain and simple. Sanford B2B will hold pricing established in 2009 on all current products through December 31, 2010.

**FREE
 SET-UP!**

New for 2010, ALL set-up charges associated with engraving or imprinting on ALL products will be waived where applicable.

**FREIGHT
 MAX 3**
 3 DAYS OR LESS
 GROUND PARCEL RATES

New for 2010, in conjunction with our preferred freight carrier, FedEx, standard ground service rates will be charged to all continental U.S. destinations regardless of the expedited service selected by Sanford in order to deliver within a maximum of 3 business days. See page 165 of the 2010 catalog for complete details.

**EXACT Repeat Order
 Repeat Price**

Sanford B2B will honor all 2010 published promotional pricing on all exact repeat orders through the calendar year, ending December 31, 2010. Offer excludes pricing established for co-op programs. Please reference the repeat order number and previous 2010 price on the purchase order.



Our Focal Point Fact Sheets feature comprehensive market briefs on top industries, proven sellers for each industry, and creative promotional ideas that tie the product and the industry together.

**SIMPLE
 SHIP 3**

SHIPS IN
 3 WORKING DAYS

- **FREE** Rush Service, upon request
- Order Ships in 3 working days
- See catalog page 168 for details

**REORDER
 PROGRAM**

Our monthly Reorder Program is designed to remind your customers after 90 days that it's time to reorder their writing instrument. A full-color postcard is sent to your customer using the previous ship-to address, outlining their order details: ship date, order number, product, quantity, logo description and best of all, your contact information. See your Account Manager to sign up today.

**MUCH, MUCH
 MORE**

Sanford B2B is dedicated to providing value-added tools and promotions for ultimate customer success. Ask us about: Combined Quantity Pricing | Pens with a Purpose | Products Under a Dollar | Subsidized Distributor Self-Promotion Offers, Subsidized Distributor Sample Kits | Periodic Price Promotions | Online Custom Flyers | Color Collections Flyers | Virtual Samples | Email Special Offers | Free Catalogs & Literature | Raving Fan Customer Service and much, much more!

**SIMPLE
 SHIP ND**

SHIPS NEXT DAY

- Rush Service upon request, \$50(A)
- Order Ships next day
- See catalog page 168 for details

Contact Your Sanford Account Manager Today!

CUSTOMER SERVICE Phone 800.356.9466 • Fax 800.711.5757 • Email b2b.custserv@sanford.com • Mailing Address 2707 Butterfield Road, Oak Brook, IL 60523
ONLINE Distributor Customer URL: www.sanfordb2b.com • Client-Friendly URL: <http://customers.sanfordb2b.com> • Order Sales Literature: <http://sanfordb2b.suttle-strauss.com>
 Order Refills: www.sanfordb2brefills.com • Send Artwork To: art@sanford.com

Strength. Stability. Satisfaction. Simply Sanford.