



Reseller Program

www2.documentsanddesigns.com/resellers/

WHO WE ARE

We, as a company, are committed to three very basic principles:

- ♦ Offer Outstanding Customer Service
- ♦ Provide High Quality Products
- ♦ Make them Affordable and Fair

Based in beautiful Lake George, NY we have built our business on these ideals and it is because of this that we are able to grow yearly simply by word of mouth. We have been in business for two decades and have never spent a penny on advertising.

We can do this because we provide each of our clients with an easy and stress-free experience as they prepare for their special event. By offering what we consider the best customer service in the industry we are confident that our customers will be pleased with all aspects of our service. We have often heard from many of our customers that they are reluctant to purchase products online because of bad experiences they have had with other companies. Without being able to see the product first hand, there is always the question of "Will the final product be as good as it looks online?" The answer is yes! Time after time we receive the same praise about how our stationery has surpassed our customer's expectations. This is because every member of our team is completely dedicated to their job and is willing to do whatever it takes to make our customers happy.

On top of that, we are proud to say that every design we offer is hand-made and completely unique, and we are constantly expanding our line. Gathering inspiration from around the globe, we have created a site that offers designs not only reflecting traditional and contemporary designs, but cultural designs as well. Regardless of race, creed or personal style, you will be sure to find something on our site that you will absolutely fall in love with. And if there is something we don't currently offer, or you would like to change one of our designs to meet your specific needs, we are more than happy to create new products, just for you!

We hope you will take some time to look through our site and we look forward to working with you soon to create your custom stationery to coordinate with your special event.



THE INDUSTRY'S MOST COMPREHENSIVE PORTFOLIO

Documents and Designs offers the widest selection of custom designs and wedding stationery in the industry.

Save the Dates, Wedding Invitations, and Bridal Party Invitations

Save the Dates and Invitations are the first chance of the engaged couple to announce their wedding and set the tone of the event.

Wedding Programs

Wedding programs are a great way to explain certain wedding traditions or rituals, or give you a way to let guests know what's coming next, from ceremony songs to readings. They are also a way to introduce your wedding party as well as honor special people.

Documents and Certificates

Generally thought of as a Quaker tradition, certificates can be an excellent replacement to a guest book. They include the couple's vows or a poem or verse, and have as many lines as necessary for your guests to sign. The certificate can then be framed and hung on a wall at the house.

Seating Charts

Seating Charts are a large document listing all of the guests and their seating assignment. The seating chart may also optionally list the evening's menu on it. It's usually placed near the doors to the reception hall and offers an elegant alternative to place cards.

Place Cards and Escort Cards

Place Cards have each guest's name and an optional seating assignment and pre-selected meal choice. Most often they are placed on a table near the entrance to the reception hall for the guests to pick up.

Table Numbers, Table Names, and Memorabilia

Table Names are a unique alternative to traditional table numbers. Instead of a number, you may supply us with a name for each table (e.g., *Happiness* or *New York*). Memorabilia cards are similar to table names, but also include a paragraph below the table name explaining why that name is special to the couple.

Menu Cards

Menu Cards are a great way to let the guests know the wine selection, appetizers, soups and salads, entrées and desserts that are offered during the event.

Donation Cards

As more and more couples are making charitable donations in lieu of traditional favors, it's nice to create a small card letting the guests know which charity the bride and groom have made a donation to in their guest's honor.

Favor Tags

Favor Tags are small tags attached to the bride and groom's wedding favors. They usually include a monogram, the wedding date, or the words "Thank You".

Thanks You Notes and Stationery

Thank You Notes and Stationery is the final piece that are needed after the wedding. They may also include a short note on the interior. Matching envelopes are included.

QUALITY PRINTING AND PAPERS

At Documents and Designs, we use some of the finest papers we have found for your stationery products. We only use acid-free papers and inks, which means any items you order today will look exactly the same 10, 25, or 50 years from now.

Strathmore 88lb Cover Bristol Wove Paper

For the majority of our products, we use Strathmore 88lb Cover Bristol Wove paper, which is a heavy-weight card stock. It is 25% cotton, which gives it a softer, and less glossy feel than most card stocks. Strathmore papers are also carbon-neutral, and made with certified renewable energy that is approved by Green Seal - an independent non-profit agency dedicated to safeguarding the environment.

Somerset 300gsm Watercolor Paper

For our Seating Charts and Certificates, we use Somerset 300gsm Watercolor paper, which is a slightly textured, very heavy, 100% cotton paper. Somerset papers are made from tree-free 100% cotton linters salvaged from the textile industry. It is made in the St. Cuthberts Mill in England where they have been manufacturing papers for over 200 years.

OUR COMMITMENT TO YOU

Welcome to the Documents and Designs Reseller Program. Your business as a reseller is an important part of our business.

We are very proud of our reseller program and hope you'll join our team. We're committed to working with you and have developed this program with the goal of bringing both success and convenience to you and your clients. You will enjoy the vast collection of products and designs we offer that can be customized in any way, shape, or form.

Our goal is simple: We want you to consider Documents and Designs an important part of your business.

FOR MORE INFORMATION

Documents and Designs

Phone: (518) 668-4334

Fax: (518) 668-4994

Web: <http://www2.documentsanddesigns.com>

E-mail: custserv@documentsanddesigns.com



DELIVERING REAL VALUE TO RESELLERS

Creating unique and custom stationery is a team effort. At Documents and Designs, we rely on a network of event planners and partners to offer our innovative ideas and designs to their clients in a seamless way. The Documents and Designs Reseller Program makes this vital collaboration possible.

Our partners are responsible for a large portion of our revenue. That's why we're focused on making sure we meet the needs of every partner.

When you become a reseller for Documents and Designs, you're teaming with a vendor who is invested in your ongoing success.

LAST MINUTE ORDERS AND FAST DELIVERY

Documents and Designs prides itself on being able to accommodate last-minute requests. We can design, print, ship, and have an order delivered in as little as a one day if needed.

PROOFS ARE FREE, AND THERE'S NO OBLIGATION TO ORDER

Unlike many other companies, Documents and Designs does not charge a fee to send proofs, and there is no obligation on you or your clients to fulfill the order after you receive the proofs. If there are changes to the proofs that we send, you may request that we make them and we'll send you or your client another proof until you're satisfied. While we hope that everyone completes their order... and most do, we realize that décor ideas or budget constraints change so you may cancel the order at any time without any fee.

COORDINATING DESIGNS FOR ANY DÉCOR

Every order we design, print, and ship out of our offices is customized in any way requested, generally at no additional cost. We can design any of our product offerings to match each other and your existing décor. If you have monograms, colors, or designs that you have already used in your planning, we can create our products to match it for you at no additional cost.



WHY JOIN THE RESELLER PROGRAM

As a reseller of Documents and Designs's fine wedding and event stationery, you have an opportunity to offer your clients unique and custom designs at an affordable price, increasing sales and customer satisfaction, while at the same time reducing your work load.

HERE'S HOW IT WORKS (AND IT'S FREE!)

After joining our reseller program, you or your clients are eligible to receive a discount or commission on all of our products. Your commission or discount initially starts at 10%. For every \$100 that you spend, your discount level increases by 1% up to a maximum of 25%. It's that simple. No fees, no obligations, and no limitations.

PROGRAM OPTIONS

There are two ways to receive your reseller discount; as an immediate percentage off your orders, or as a monthly commission check.

Opt to receive your reseller discount immediately as a percent-off

By opting to receive your reseller reward immediately, you or your clients will earn your discount immediately as a percent-off your order.

Receive your reseller discount as a monthly commission check

You may also opt to receive a check in the mail containing your commission. You or your clients will initially pay full price for your order, and we will reimburse you on a monthly basis the discounted amount.

*** This is useful if your clients will be using *their* credit card to submit payment, as you will still benefit from sending us the business by receiving the commission on the order the following month.



YOUR ROLE

1. Register as a Documents and Designs Reseller at <http://www2.documentsanddesigns.com/resellers/apply/>
2. You or your clients may submit orders as usual at our website. Use your supplied Reseller Discount Code at checkout to claim your discount or commission.
3. Review the free proofs that we will send by email with your clients and let us know of any ideas or changes that you have.

Documents and Designs makes gaining and maintaining your client's business easy. Reap the benefits of Documents and Designs's vast product line that focus on you and your customers, and be rewarded for being a reseller in the process.

EXAMPLE RESELLER SCENARIO

The benefits you will have the opportunity to gain are virtually unlimited. The table below illustrates a scenario that is possible by every event planner.

Order #	Subtotal	Discount Level	Commission or Savings	Subtotal after Discount
1	\$375.00	10% (initial)	\$37.50	\$337.50
2	\$455.00	13.375%	\$60.86	\$394.14
3	\$315.00	17.3164%	\$54.55	\$260.45
4	\$675.00	19.9209%	\$134.47	\$540.53
5	\$500.00	25% (max)	\$125.00	\$375.00
6	\$450.00	25% (max)	\$112.50	\$337.50

You save or earn \$524.88!

In this scenario, you would save **\$524.88** on your client's orders, which you could either claim as an immediate discount when checking out, or as a monthly commission check that you'd receive in the mail.





Documents and Designs

32 Sewell Street
Lake George, NY 12845