



Just think... branding your store every morning as someone takes his or her supplements... on every brand that you sell! I just can't tell you how excited I am about being able to share this idea with you! As you know, I am a retailer at heart and we all understand the importance of private label and branding... AND we also know that we sell a lot of great brands in our stores and want to drive those consumers back for more!

Now you have an opportunity to "private label" any item in your store.

1 -1/16 inch & 2-1/2 inch round "Branding Toppers "

The labels are semi-gloss, one to full color, 1-1/16" round (so that one size can be attached to most of your smallest supplement tops) and 2-1/2" round (perfect for fresh bread programs, bulk, and deli packaging, too!) These labels are a great reminder of your store every time your product (and samples, too) is in your customer's hand!

Samples of Branding Labels

Below are just some of the labels that I have created for retail clients. You can see that the message is designed to be a short, recognizable reminder of your business.





Simple Purchasing Steps

1) Submit enrollment form, (2) pay enrollment fee, 3) submit logo and label verbiage, 4) approve creative proof, 5) accept final print proof, 6) submit down payment, 7) receive branding labels, and 8) submit final balance due. Online and downloadable forms available on the askDebby.com>>[Branding Toppers Page](http://askDebby.com)

About the Program

- a) The branding label program combines (co-op) multiple retailer orders to generate a minimum order of 100,000 small branding labels and/or 50,000 large branding labels at a time to produce a cost savings for all participants.
- b) When you place an order it goes into a queue until the minimum printing order is met. The next projected order dated is listed on the askDebby.com>>[Branding Toppers Page](http://askDebby.com)
- c) An order is usually placed every 4-6 months and you are notified for placing re-orders.
- d) If you need labels sooner, and don't wish to co-op your order, then prices are based on the current rate card.
- e) Once you are in the askDebby.com co-op Branding Label program – reorders are the cost of printing, shipping and additional applicable tax and service fees only.
- f) A “first time” order takes an additional 2-3 weeks for the artwork design through approval process – please check with the office since sometimes orders can be turned around sooner.
- g) Color plates are needed for each size branding label that is ordered, however you only pay the enrollment fee once to join the program and produce both size label graphics.
- h) Multiple stores chains pay the one-time set up fee, the color plates for the labels and then one additional plate per store (must be the same color for each store information change. Example: phone number.)
- i) The onetime set-up fee still applies when artwork submitted by the client.
- ij) Prices are subject to change without notice. Deposit secures current pricing.



Final Price Per 1000

NOTE: We do not charge for plate changes when stopping the presses for our co-op label program, however when stopping the presses there isn't an exact way to hit your order quantity precisely.

The amount that you pay to start the print job (price per 1000 for the amount you order plus any first-time fees that apply including estimated shipping) is considered a deposit and the balance of any amount due will be invoiced at time of shipping and will include the difference in the "run-amount and order amount", any additional service charges, and shipping charges that weren't included in the down payment invoice. Any co-op label program retail partner that becomes financially delinquent in any way will not be invited to participate again. Once the label run is ready to print you will receive the invoice (as described above).

Current Pricing

Current pricing information is always available at www.askDebby.com on the Branding Label page. Price is secured when deposit has been received and cleared. Currently the price per thousand begins \$7.10 and goes down depending how many retailers place orders.

Graphic Design Guidelines

If you plan to submit your own artwork please note the graphic specs at the end of this document. There is no additional fee or credit for submitting your completed artwork. It does need to be submitted by the order date and you will receive a final proof before the color plates are made and labels printed.

Payment Information

Enrollment fee is paid by credit card either through the online form available on the askDebby.com/LabelEnrollment page or by submitting the by-fax form found on the [>>Branding Toppers Page](http://askDebby.com) or included in this information packet.



To get started completed steps One, Two & Three...

STEP ONE: Complete & Submit By FAX Enrollment Form

(See online enrollment form now available on askDebby.com/LabelEnrollment

Please print

Name: _____

Authorized Signature: _____

Name of Store: _____

Store Address: _____

City / State / Zip / Country: _____

Store Telephone: _____ Best way to reach you phone: _____

Best email for receiving proofs and receipts: _____

Website: _____

Best time to reach you: _____

Credit Card Information

BILLING INFORMATION *(If information is different than above)*

First Name: _____ Last Name: _____

Name of Store: _____

Billing Address: _____

City / State / Zip / Country: _____

Billing Telephone: _____



STEP TWO: Submit Enrollment Fee: \$165

(Receipt will be emailed to you the day charge is entered)

Card Type:

_____ Visa _____ MasterCard _____ American Express _____ Discover Card

Card Number: _____ Exp. Date: _____ CSC: _____

Authorized Signature: _____

Date: _____ How did you hear about Branding Toppers: _____

Order Specifications

Label copy (circle choices taken from the information listed above or offer alternative "copy" to include on your label): PHONE WEBSITE OTHER: _____

Label colors: Indicate number of colors requested: _____

SMALL BRANDING LABELS (25,000 min) TOTAL QUANTITY ORDER: _____

LARGE BRANDING LABELS (10,000 min) TOTAL QUANTITY ORDER: _____

FAX ORDER TO: (800) 640-1936

Shipping Information

_____ Initial here requesting that ALL labels be shipped to the address above.

If labels are being shipped to multiple locations, please identify each label order by store name (store number, town name, etc.), phone number, quantity, and size of labels being shipped to that location.

Location Name: _____ Location Phone: _____

Quantity to be shipped: _____ Sizes: LG _____ SM _____

Shipping Address: _____

City / ST / ZIP: _____



Additional Shipping Location Information

Location Name: _____ Location Phone: _____

Quantity to be shipped: _____ Sizes: LG _____ SM _____

Shipping Address: _____

City / ST / ZIP: _____

Location Name: _____ Location Phone: _____

Quantity to be shipped: _____ Sizes: LG _____ SM _____

Shipping Address: _____

City / ST / ZIP: _____

STEP THREE: Submit your logo & verbiage

Submit your logo via email in an “eps” vector (CorelDraw X3 or earlier or Adobe Illustrator CS3 or earlier) format to debby@askDebby.com as soon as possible. Complete the label design form available on the askDebby.com/LabelDesign page, which explains the layout, color, and design attributes that you would like included on your label. You will receive a creative proof plus a final proof before the color plates are made.

NOTE: You can have the artwork and plates prepared in advance eliminating the “new member lead-time” and be placed in the printing queue for the next co-op print run by simply paying the enrollment, color plate fees, and submitting your label design information.



Graphic Design Guidelines (If you are going to submit your own artwork)

1-1/16 inch round "branding label" (1.065") 2-1/2 inch round "branding label" (2.5")

- ★ Include all screen and printer fonts or convert type to outlines.
- ★ Include all placed files used in the document even if they are embedded, ie... EPS files and their originals, TIFFs, and PSD files.
- ★ Scanned images for 4-color process printing must be at a resolution of 300ppi. Scanned line art and type must be at 1200ppi. Do not use JPEG, GIF, or PICT files in your documents. When using TIFF please do not save using LZW Compression.
- ★ Minimum Standards (for best results, do not go below these recommendations):
 - Rules: .5pt (.007in.)
 - Type: Positive Type: 4pt Sans Serif. Reverse Type: 5pt Sans Serif and 7p Serif.
 - Bleed: .0625" from edge of dieline.
 - Color Tran: Minimum .5pt (.007 in.)
 - Screen: 5% to 100%.

NOTE: We cannot print less than 2% of any color blends.

Software (if your software is not listed, please contact us before sending your files)

- ★ Macintosh Software:
 - Adobe Illustrator, Adobe Photoshop, Adobe inDesign, QuarkXpress
- ★ PC Software:
 - CorelDraw X3 (Please be sure to convert all type to outlines, curves or paths.)

Submitting Files

We accept files:

- ★ Saved on a CD ROM (shipped to: 6629 SE Broadmoor Lane, Stuart, FL 34997)
- ★ Uploaded into our FTP site (please contact us to receive uploading information),
- ★ Emailed to debby@askDebby.com. Please STUFF or ZIP all emailed files prior to sending.

NOTE: Please fax a hard copy of your artwork to (800) 640-1936 when submitting your order.

Branding Label Templates

Our artwork is produced in Adobe Illustrator and an Ai template can be sent to you upon request that reflects the bleed, die line, and safe zone.

