

International Distributor Manual

iDM8.2

More than a manufacturer... a partner.



> Increased Profitability

Adding value to your product line and bottom line.

> Superior Service

The entire START team is here for you every step of the way.

> Proven Quality

From innovative design to superior support, quality is our focus.



Welcome

In over 25 years of business, we have been dedicated to strengthening our foundation through successful distributor partnerships. We do this by treating our distributors as partners. Our objective is to add value to the sales process: pre-sale, post-sale and throughout the customer lifecycle.

This manual describes the essential marketing/sales tools, policies and procedures which were designed to make doing business with START International easy and profitable for your company.

We are committed to providing you with a solid foundation of communication, cooperation and innovation; as well as developing products and programs to help you and your customers realize the benefits and values of promoting and using our products.

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Role of the Distributor

We view distributors as partners in going to market with our product line. A distributor has constant interaction with the end user on a daily, weekly and at least monthly basis. We think of our distributors as the face of our products and services. In order to truly serve their customers, the distributor should be constantly introducing new products and ideas to improve their customer's manufacturing processes. Together we can serve and provide the correct products for your customers by assisting them and improving their production.



Selecting a Distributor

The process of selecting distributors is something we take seriously. We study our prospective distributors business. What industries do they cover? What markets do they service? How do they go to market with the products they represent? How effective are they going to market? Do they have a website? Do they have a catalog or brochure? Do they stock products? What steps are they going to take to market our products effectively to generate sales? What it boils down to is; we are looking for genuine distributor partnerships where both parties are dedicated to becoming successful with the product line.



What START can do for you!

Sales and Marketing Tools

We are dedicated to supporting you in the marketing and sales of the START International product line. We encourage you to take full advantage of the proven tools and resources that are available to you as a distributor. While we are constantly developing new tools and resources, if you ever have an idea or need for something we don't currently offer just ask us and we will work with you on creating a custom solution!



Take advantage of all these TOOLS & RESOURCES!

- Print-ready product photos
- Print-ready product descriptions
- Free product literature
- Private-labeled catalogs (*we design, you print*)
- Private-labeled brochures (*we design, you print*)
- Latest industry news and new product announcements
- Customized competitive guides and sales training materials



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- Web-ready product descriptions (*in various languages*)
 - Web-ready product photos
 - Web-ready product videos
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- Pre-sale assistance
- Qualified sales leads (*We exhibit at about 20 tradeshows a year!*)
- Special discounts available when you show our products at trade shows
- Trade show and seminar assistance available when you exhibit or host
- Dedicated sales and customer service team



What START can do for you! *(continued)*

Technical Service

To ensure your distributor partnership experience with START International is seamless, we are committed to offering you the technical advice, service and support needed to be successful during your pre-sale and post-sale processes.

Each of the following is available to all our valued Distributors:

ADVICE (Pre-Sale)

- Free material testing
- Free product recommendations
- Free video demonstrations
(evaluations available via email)
- Custom products available
- Live or web-based technical service

SUPPORT (Post-Sale)

- Machine technical guides *(for the distributor or end user that wish to maintain machines themselves)*
- Preventative maintenance guides
- Extremely large inventory of spare parts kept in stock
- Recommended spare parts lists for common wear parts *(e.g. cutting blades)*
- Repairs
- Modifications
- Live or web-based technical service

As you know, all tapes and labels are not the same. There are different materials, thicknesses and adhesives that all perform differently for their intended final use; therefore, all material cannot be expected to perform the same on all of START International's products. We strongly recommend that if you are selling to a production type of environment, the material should be tested for proper functionality and compatibility to the end user's application and environment.

START International will test any material sent to our office for proper function, and warrant the machine for the specific use intended. In order to provide proper advice, the following must be provided: sample roll of material (tape, labels, die-cut parts) intended cut length; and production rate (e.g. 400 parts per hour/12 hours per day.) Therefore, please take advantage of our technical service department and use our [Material Evaluation Form](#) located in the catalog, online or we can custom design a material evaluation form for you.

We encourage you to utilize our testing tools in your market. If certain materials do not perform you can send it to us for further testing.



Terms of Business

Images & Branding

Distributors are encouraged to use the provided product photos and videos both online and in print. However, these images must not be manipulated in any way without the approval of START International. Online and print product descriptions must include "TheTapeDispenser brand by START International" and/or "TheLabelDispenser brand by START International".

Pricing

Distributor pricing will be those prevailing at the time of the order. START International reviews and updates pricing every six months (January & June), yet reserves the right to update prices at any time. START International will not provide a rebate or refund for inventory on hand in the event prices decline. Purchase orders requesting future delivery beyond 60 days from the date of initial order will be invoiced at prices prevailing at the time of shipment. Although START International does its best to inform its distributors of price changes, it is the distributor's responsibility to receive accurate pricing when placing orders.

Order Requirement

START International has a minimum order requirement of \$750 for product purchase orders and \$150 for parts purchase orders.

Order Placement

Orders are accepted via FAX at 001.972.248.1991 or via email. No verbal orders accepted. Please call for your representative's email address or email: service@startinternational.com

Order Processing

START International does its best to keep all products in stock at all times. However, occasionally there may be a small lead time on certain products. Upon receipt of payment, purchase orders will generally ship the following day, as we have most products in stock.

Backordered Items

Any item(s) placed on backorder, will ship as soon as they are available. Quantity break pricing will prevail on all back ordered items, unless backordered items are cancelled. If cancelled a separate invoice will be issued for the difference in pricing. Items may be subject to freight and handling charges, even if they were previously exempt.

Handling Fees

If any additional customs paperwork is required there will be a \$100 additional charge which must be added to the purchase order.

Cancellation

Purchase orders cannot be cancelled once the order has been processed and shipped. Purchase orders requiring a future ship date beyond four days must be cancelled within three business days prior to scheduled ship date. Orders for "non-stock" and special order items are non-cancelable and non-returnable (this must be noted on the purchase order).

Payment Terms

We accept MasterCard, Visa, American Express or Wire Transfer. For credit card payments, credit cards will be charged at the time of shipment.



Terms of Business *(continued)*

Freight / Shipping

START International shipments are (EXW) ExWorks Addison, TX USA and are shipped UPS Worldwide Expedited unless instructed otherwise. Shipping charges are applied at the time of invoicing. Ocean freight shipments are FOB Addison, TX USA, freight collect only. Title passes from START International to the distributor when merchandise is placed in the carrier's truck. Actual shipping costs may vary +/- 10% from quote.

Short Shipments / Damaged Freight

All deliveries must be counted at the time of receipt. All short or damaged shipments must be reported to START International within three business days of the receipt of the shipment. If a carrier delivers a short lot or damaged merchandise from START International, all claims must be made against the carrier (except UPS and FedEx prepaid and add shipments) and noted on receiving ticket.

Returns – For Credit

START International must approve all returns and issue a Return Materials Authorization (R.M.A.) number prior to return shipment. All returns are subject to a 15% restocking fee. Shipments received without an R.M.A. number may be refused or subject to a 25% handling fee. Returned merchandise must be in resalable / new condition and in original packaging and must be shipped prepaid to START International. Returns will not be accepted beyond 45 days of original shipping date.

For Credit - Return Steps:

1. Contact START International to report the reason for the return.
2. Supply invoice number and serial number *(if applicable)*
3. An R.M.A. number will be issued if return is approved.
4. To expedite the return process, the R.M.A. form must be filled out completely by the customer detailing the reason for the return and faxed to START International.
5. Ship the R.M.A. form and merchandise prepaid and insured to: R.M.A. __ __, START International, 4270 Airborn Drive, Addison, TX 75001, USA.
6. START International will inspect the condition of the returned merchandise and issue credit accordingly. Credit will not be issued on damaged or used merchandise.

Merchandise Shipped in Error

Upon authorization from START International, merchandise shipped in error may be returned to START International for credit. Please follow the "For Credit - Return Steps" and ship products via UPS Ground freight collect. Distributor has the option of taking 10% to keep the items shipped in error.



Warranty and Repairs

Warranty Period

START International warrants all machines against defects in design, materials and workmanship. Warranty is as follows:

- 360 days on parts for: LD5000 Series; LD7000 Series; LDM080; LR4500; SL Series; TDA080 Series; TDH201; TDH205; TDLR Series; TDM080; TDWW501B.
- 180 days on parts for: LD2000; TBC50 Series; TDA025; ZCM Series (*exceptions below*).
- 60 days on parts for: LA70; ZCM0300.
- 30 days on parts for: LAP65 Series; ZCM0800 Series; ZCM0900 Series.

Parts excluded from the above warranty are cutting blades, silicone rollers, cutter liners or any part considered a wear part.

Our sole obligation under warranty service is limited to repair, replacement, or credit of the purchase price, at our option, for products which do not perform properly the function for which it was designed.

Warranty repair is contingent upon our examination and determination that alleged defects have not been caused by misuse, abuse, improper installation or application, alteration, accident or neglect in use, storage, transportation, or handling. START International will not be responsible for any shipping costs occurred in returning a machine for repair.

The above warranty and remedy constitutes START International's sole liability hereunder and are in lieu and exclusive of all other warranties and remedies expressed, implied or statutory, including, but not limited to, those of merchantability and fitness for a particular purpose.

The above is a summary of our warranty policy.

For further warranty details please go to

www.startinternational.com/warrantypolicy.html

For Repair and Warranty Repair – Return Steps (Customer)

1. Contact START International to determine the nature of the problem.
2. Supply invoice number and serial number.
3. An R.M.A. (*Return Materials Authorization*) will be issued.
4. To help diagnose the problem, the customer must completely fill out the R.M.A. form detailing the nature of the problem. If the appropriate information is not filled out, there will be an additional \$25 per machine to diagnose the problem.
5. Ship the merchandise prepaid and insured to: R.M.A. __ __ __, START International, 4270 Airborn Drive, Addison, TX 75001, USA along with A purchase order for \$25 per machine.
6. After evaluating the merchandise, START International will notify the customer of repair charges, if any.
7. Upon completion of the evaluation, START International will send the customer a detailed quotation. The \$25 evaluation fee will be deducted from the total amount of the repair work.
8. All merchandise must have a serial number attached to it or the repair will be subject to additional charges to investigate age of machine.

For Repair and Warranty Repair Process (START International)

1. Receive shipment and inspect condition of packaging and contents.
2. Evaluate product for functionality.
3. Issue quote for repair charges to person that was issued the R.M.A. (*If START International does not receive a response within 15 days, the quote will be resent. If P.O. is not issued to START International within 45 days of original quote START has the option to ship product(s) back to customer at customer's expense.*)
4. When P.O. is received via fax or email START will begin repair (*verbal P.O. can be accepted only with credit card*).
5. When repair is complete, product(s) will be shipped back to customer.

New Distributors – International Premier

New premier distributors are subject to approval by START International. Premier distributors are required to promote the product line at minimum through catalog, web site and brochures. All photo images can be provided by START free of charge.

Initial stocking order requirements, discounts on best selling items range from 25% to 40%:

1. Tape Dispensers, Label Dispensers and Non-Adhesive Cutters.
(\$4000 net, with no one item exceeding \$950)

New Distributors – International Silver

New Silver distributors are subject to approval by START International. New Silver distributors are required to promote the product line at minimum through catalog, web site and brochures. All photo images can be provided by START free of charge.

No Initial stocking order requirements, discounts as follows:

1. Tape Dispensers, Label Dispensers and Non-Adhesive Cutters. 25% discount off published list prices, unless item has lower discount.
2. Label Dispensers/Applicators and Labelers 25% discount off published prices, unless item has lower discount.

To upgrade status to Premier distributor, see "New Distributors – Premier" section.

Purchase of Demonstration Equipment

Distributors will be able to purchase, for demonstration, one machine per year per location. For Premier distributors only, pricing is 10% off end column, after initial stocking order has been placed. For Silver Distributors, pricing is 20% off single unit prices FOB Addison. These units are not returnable for credit.

Products available:

Tape Dispensers: TDA025; TDA080; ZCM0300; ZCM0800; ZCM0900; ZCM1000; ZCM1100.

Label Dispensers: LD2000; LD5000; LD5100; LD5500; LD7000; LD7500

Performance Measurements

The distributor is encouraged and expected to maintain an acceptable level of performance. At the end of each calendar year the distributorship will be reviewed for its performance. Distributors unable to maintain a satisfactory level of performance will be subject to probation or termination by START International.

Summary

As you can see from our distributor manual, we have set in place a program that sets the pace to make our distributors successful with our product line and fair business processes to make both our companies profitable. We hope you take full advantage of all that our distributor program has to offer to make your with our company a successful one.

**We look forward to a mutually profitable and long-lasting
Distributor Partnership with your company!**

START International reserves the right to revise this manual and its policies and procedures at any time.



Distributor Agreement

Please print or type.

Company

Address

City/State/Zip

Phone Number & Website

Authorized Name & Position

(Please circle whichever is applicable)

Premier / Silver

(discounts applied after initial stocking order has been received by START)

Authorization of distributorship is subject to approval by START International.

New distributors agree to promote the START product line through their catalog, website, brochure, etc.. All product images, description and specifications are provided by START free of charge.

The Distributor understands, acknowledges and agrees to START International's terms of business as stated in the Distributor Manual DM8.1

Please sign and return to START.

Authorized Signature

Date

Please fax to 972.248.1991 or return by mail to:

START International
c/o Distributor Partnerships
4270 Airborn Dr.
Addison, TX 75001
U.S.A.