

ARABELLA PAPERS

(p) 404-667-3991 (f) 1-800-651-4901 (e) sales@arabellapapers.com

www.arabellapapers.com • po box 81151 • atlanta, ga 30366

NEW RETAILER APPLICATION

Thank you for considering Arabella Papers for your custom printing needs. Arabella Papers offers an exciting alternative in holiday cards and celebration invitations by fusing Indo-Chic design with festive shimmering custom papers and the affordable new bellpress printing style.

In order to maintain superior quality control, exceptional customer service and exclusivity, Arabella Papers is committed to opening a limited number of highly qualified retailers within a specified geographic region.

Criteria used for selecting retailers includes:

- Store's commitment to custom printed stationery
- Compatibility of Arabella Designs with the store's client base
- Store's dedication to offering high-end service
- Store's proximity to other Arabella Papers retailers
- Likelihood of store maintaining required annual sales levels

We look forward to establishing long-lasting partnerships with each of our select retailers. Every effort will be made to satisfy the needs of your discerning clientele: from quarterly album page updates that reflect the latest ideas in design, color & paper, to superior printing, attention to detail and customer service.

Sincerely,
Arabella Papers

DATE

PRINCIPAL BUSINESS NAME

STREET ADDRESS

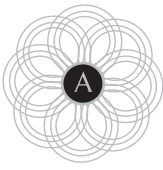
CITY, STATE, ZIP

TELEPHONE..... FAX

EMAIL

WEBSITE.....

OF YEARS IN BUSINESS TYPE OF BUSINESS



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PLEASE LIST THE PRIMARY ORDER TYPES YOU NEED CUSTOM PRINTING FOR (wedding invitations, quinceaneras, bar mitzvahs, holiday cards, baby announcements, etc.):

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PLEASE RANK IN ORDER OF SALES (highest to lowest) YOUR TOP SIX CUSTOM PRINTING ALBUMS.

1. 4.
2. 5.
3. 6.

WHAT IS YOUR ESTIMATED SALES POTENTIAL WITH ARABELLA?

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PLEASE ENCLOSE THE FOLLOWING WITH THIS APPLICATION:

- a copy of your resale certificate

ARABELLA PAPERS – RETAILER AGREEMENT:

- I will only offer the album collection at the location(s) approved on this application.
- I agree to maintain the album in a presentable manner and to provide exceptional service to those clients viewing the collection.
- I agree to pay for all albums & product ordered in a timely and agreed upon manner.
- I agree to fulfill the annual sales level set for my account.

Signed: Date: