

How to do Business with Makit Products

A GUIDE TO THE RESELLER PROGRAM



MAKIt
Products Inc.

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HOW TO DO BUSINESS WITH MAKIT RESELLER PROGRAM

If you are looking for a creative way to present and sell personalized melamine dinnerware products, then you have come to the right place! Our products make great gifts or keepsakes for all occasions. Makit Products has been creating customized melamine dinnerware for over 40 years. Located in Dallas, Texas, our factory produces almost 2 million molded products per year. Through a unique process, we print high resolution images on special thermal treated paper. This paper is then incorporated into a hot compression mold. As a part of the process the picture becomes part of the melamine product. The end result is a plate, bowl, tray or platter that is completely safe to eat from and can be used every day or displayed as a special keepsake. Our dinnerware is BPA free, dishwasher safe, break resistant, and **made in the USA!**

Our Reseller Program gives your business the ability to place individual orders directly into our online order system. Registration for the program is free. You access our order system via the web from your own computer. Simply select your product, up-load your image and place your order.

Our Reseller product line includes the following:

10 inch Plate

Bowl

Platter

Tray

Mug

Tumbler



The dinnerware set includes
a 10-inch plate, a 20-ounce bowl
and a 10-ounce polymug

If you would like to sign up for the program, simply fill out the registration agreement included in this packet and return it to us by fax **972-283-2287** or email sales@makit.com. Your registration information will be processed and you will be notified of your new account status via email.

We encourage you to read all information included in this packet as it contains nearly everything you will need to know in order to do business with us as a Reseller.

For questions you have pertaining to this packet, please call **800-248-9443 Extension 6310** or email sales@makit.com.

OUR RESELLER PROGRAM INCLUDES THE FOLLOWING:

- Ability to ship orders to your location or directly to your customer
- No minimum order requirements
- Completely automated process allows Makit to pass on discounted pricing to you
- Reseller Program can be customized to a Reseller Partner Program to accommodate your business needs – see page 9 for more information
- Reseller or Reseller Partner Program can be upgraded If your business requires higher volume purchasing or XML ordering requirements – see page 9 for more information

Once you have returned your Reseller Registration Form (see page 10) and you have received email notification that your account has been set up you will need to go through the following steps:

- Create your designs according to Makit's size requirements and templates (see page 4).
Just about any software will work but we prefer PhotoShop because it is the industry standard. It is the software of choice at Makit Products and our entire process is based on PhotoShop software. As far as design software/image manipulation is concerned, it will do amazing things once you become familiar with how it works.
- Submit a Contact Sheet of your designs for approval by Makit's Production Team to ensure you have followed our design tips and that we will be able to produce the designs before you begin submitting orders (more information included in this document)
- Order a color chart plate so you can see how the colors in your design will reproduce in our production process before you begin submitting orders (more information included in this document).

With the online Reseller program, Makit Products serves as the manufacturer for the products you sell. Your customer has purchased the product from your business and we are careful to maintain the integrity of that sale.

Each order you place can be shipped directly to your customer by specifying the delivery address during the online checkout process. We use a system of "blind shipping" for each purchase you make in order to protect your relationship with your customers. Every plate produced is labeled with a generic "Caring for Your Melamine Product" sticker. We then wrap and package your customer's plate in a non-descript brown cardboard box with a plain shipping label. A packing slip with your information is enclosed in the box before sealing and the order is then shipped.

To get started, you will need to create your designs. In order to avoid production problems, we ask that you follow our template sizes, design tips and color requirements as explained on the following pages.

TEMPLATE SIZES PER PRODUCT:



Plate (10 inch) = 10.5 X 10.5



Bowl = 5.2 X 5.2



Platter = 14.6 x11



Tray = 12.81 X 8.56



Tumbler = 10.647 x7.107



Clear Mug = 11.025 x 4.900

MAKIT RESELLER OR RESELLER PARTNER DESIGN TIPS

Your plate design is more than a pretty picture. It is a manufactured product and is subject to a few limitations of the process. We offer the following recommendations to help you achieve a quality product and avoid rejections.

- **AVOID LARGE AREAS OF WHITE OR DARK COLORS**

Solid white backgrounds or dark colors such as black, red, brown, blue and purple may turn milky or blotchy. Chance of rejection is high. Incorporating a pattern into your background can prevent this problem.

- **AVOID NARROW BORDERS**

Borders within an inch of the edge are difficult to center and may be cut off during production. Center circle designs should be 6 inches in diameter and outside border areas should be at least 2 inches wide.

- **AVOID LARGE AREAS OF SOLID COLORS**

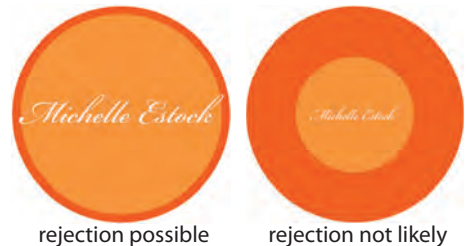
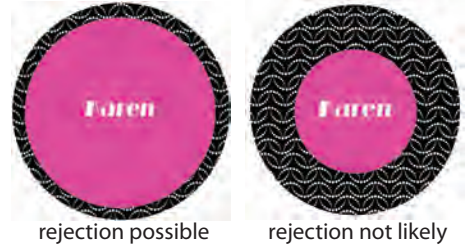
Creases in the paper along the plate edge are inherent to the molding process and will be more prominent on large areas of any solid color (dark or light). Creases are part of the molding process and cannot be avoided. They reflect the handmade craftsmanship and should not be considered imperfections. However, they can be less noticeable when a pattern is incorporated into your background.

- **ASYMMETRICAL DESIGN IS YOUR FRIEND**

Designs that are not centered allow for a more pleasing result. Designs that have to be perfectly centered have a high rejection rate.

- **AVOID PLACING TEXT OR GRAPHICS CLOSE TO THE EDGE OF THE DESIGN**

Text or graphics very close to the edge of the design may be cut off during production. Move your text or graphics towards the center and leave an outside border area of at least 2 inches.



PRODUCT DESIGN REVIEW:

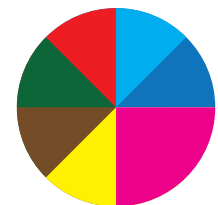
In order to assure the maximum success with your designs, we request that you submit them to our Sales Department at sales@makit.com for review before offering the items for sale. A Contact Sheet should be thumbnails of each of your designs as shown.

COLOR REQUIREMENTS:

Our processing method requires that the final design images be created in CMYK and converted to RGB at 300 DPI resolutions. Most color problems occur when files are "Out of Gamut". Creating in CMYK and converting to RGB will show you if your colors are out of gamut and what colors they have been converted to for printing. We recommend you order a color chart plate in the size and shape of the 10 inch plate that includes the colors you want to use. This processed color sample plate will show you how your colors will reproduce in our process. We do not color match, by submitting the color sample plate, you will be able to see which colors you may need to correct in order to match our process. See example of color sample plate.



contact sheet



color sample plate

PRODUCT PRICING:

| PRODUCT | RESELLER PRICE |
|-------------------------------|----------------|
| 10 INCH PLATE | \$8.50 |
| BOWL | \$8.50 |
| CLEAR MUG | \$7.50 |
| TUMBLER | \$9.50 |
| 3 PIECE DINNER SET | \$23.50 |
| PLATTER OR TRAY | \$12.00 |
| Prices are subject to change. | |

VOLUME BASED PRICING:

If your plate sales reach a volume of 2000 or more, you can take advantage of our Volume Based Pricing. The cost of each plate is discounted by 50 cents. You will continue to pay the discounted price through December 31st of the year in which you reach sales of 2000 plates. The volume count restarts on January 1st of the following year and the reseller's price goes back up. **Volume discount applies to plates only**

STANDARD SHIPPING AND PROCESSING INTERVALS:

- Orders are produced within 10 business days of receipt of the order – this does not include shipping/delivery time
- Single orders ship USPS Mail Innovations which can take up to 10 business days for delivery depending on destination – no delivery tracking is available.
- All other orders ship UPS or FedEx which can take up to 5 business days for delivery depending on destination.
- Total production and delivery can take up to 4 weeks total – especially during busy seasons.
- Options to expedite both production and shipping are available online when you place your order.

RUSH PROCESSING AND UPGRADED SHIPPING OPTIONS:

If you know standard production and delivery is not going to meet your needs, you must rush the processing and/or upgrade shipping as you are placing the order online.

- You can expedite production by choosing the appropriate Rush option. Rush charges are based on the number of items included in your order.
- Rushed orders will be processed within 5 business days of receipt of the order and again, does not include shipping/delivery time.
- You can expedite delivery by choosing either Expedited (2 business days) or Premium (1 business day) shipping (see shipping charts below).
- Rush charges are slightly higher when requested after the order has been placed online. These requests have to be handled manually. Please see Rush Processing chart on page 6.

Continental US Shipping & Handling Charges

Rev: 11/30/2010

| | Standard Shipping | Expedited Shipping | Premium Shipping |
|--|-------------------|--------------------|------------------|
| Amount Purchased | 5 business days | 2 business days | 1 business day |
| \$0 - \$11.00 | \$5.95 ** | \$24.95 | \$51.26 |
| \$11.01 - \$22.00 | \$9.95 | \$24.95 | \$51.26 |
| \$22.01 - \$32.00 | \$11.25 | \$24.95 | \$51.26 |
| \$32.01 - \$50.00 | \$12.95 | \$30.95 | \$59.69 |
| \$50.01 - \$100.00 | \$15.95 | \$43.95 | \$78.01 |
| \$100.01 - \$150.00 | \$18.95 | \$57.95 | \$96.34 |
| \$150.01 - \$200.00 | \$21.95 | \$64.95 | \$105.78 |
| \$200.01 - \$250.00 | \$27.95 | \$79.95 | \$125.78 |
| \$250.01 - \$350.00 | \$35.95 | \$94.95 | \$145.78 |
| \$350.01 - \$450.00 | \$45.95 | \$109.95 | \$165.78 |
| \$450.01 - \$550.00 | \$55.95 | \$124.95 | \$185.78 |
| For each additional \$100 increment add: | +\$10.00 | +\$15.00 | +\$20.00 |

Canada Shipping & Handling Charges

Rev: 11/30/2010

| | Global Priority Mail | Standard Ground |
|--|----------------------|-----------------|
| Amount Purchased | 12 business days | 8 business days |
| \$0 - \$20.00 | \$14.95 | \$36.95 |
| \$20.01 - \$50.00 | \$24.95 | \$38.95 |
| \$50.01 - \$100.00 | \$30.95 | \$45.95 |
| \$100.01 - \$150.00 | \$35.95 | \$49.95 |
| \$150.01 - \$200.00 | \$39.95 | \$52.95 |
| \$200.01 - \$250.00 | \$49.95 | \$67.95 |
| \$250.01 - \$350.00 | \$59.95 | \$82.95 |
| \$350.01 - \$450.00 | \$79.95 | \$97.95 |
| \$450.01 - \$550.00 | \$89.95 | \$112.95 |
| For each additional \$100 increment add: | +\$10.00 | +\$15.00 |

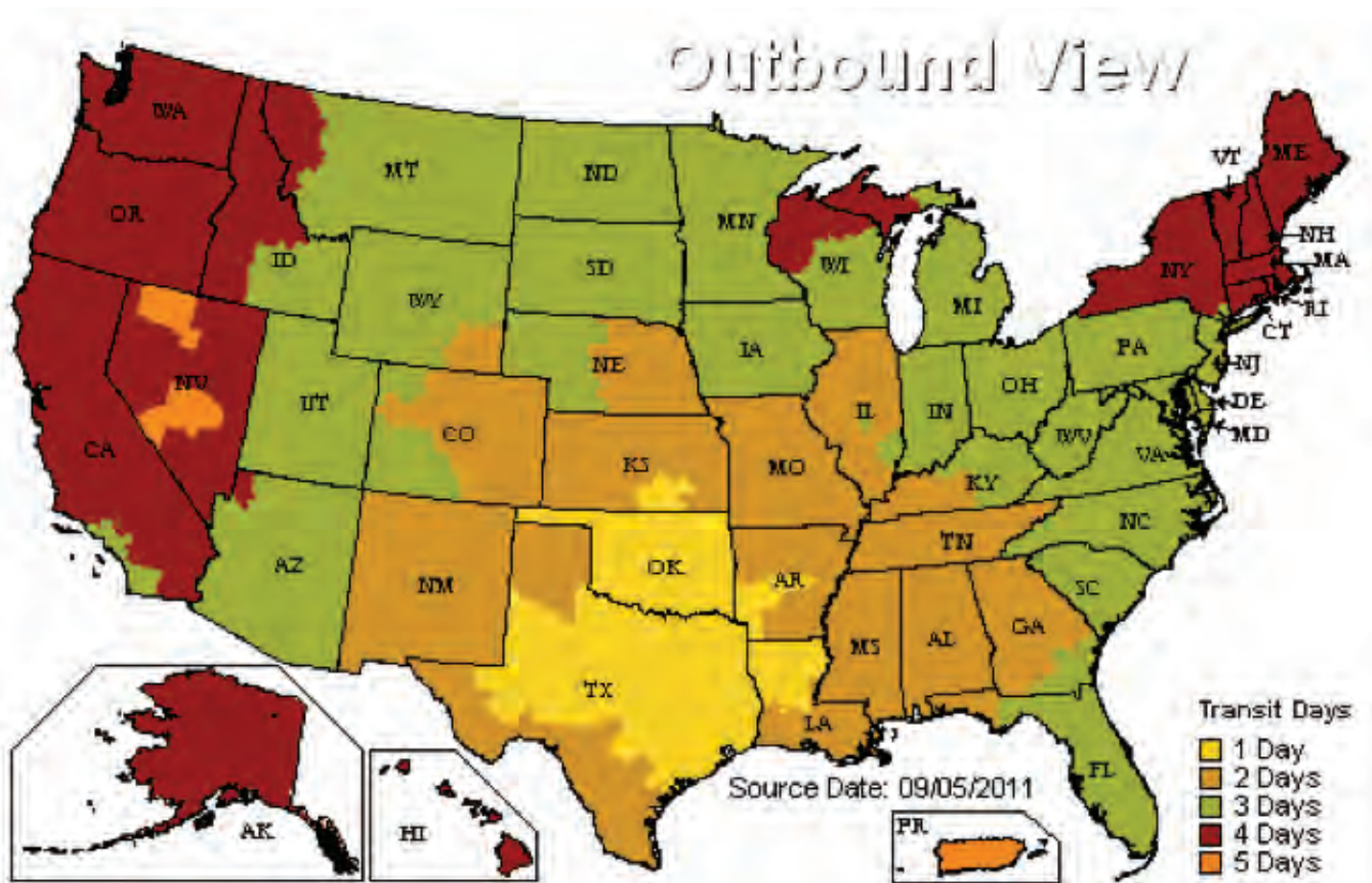
**Mail Innovations (USPS) can take 10+ working days for delivery and cannot be tracked

INTERNATIONAL SHIPPING IS NOT AVAILABLE

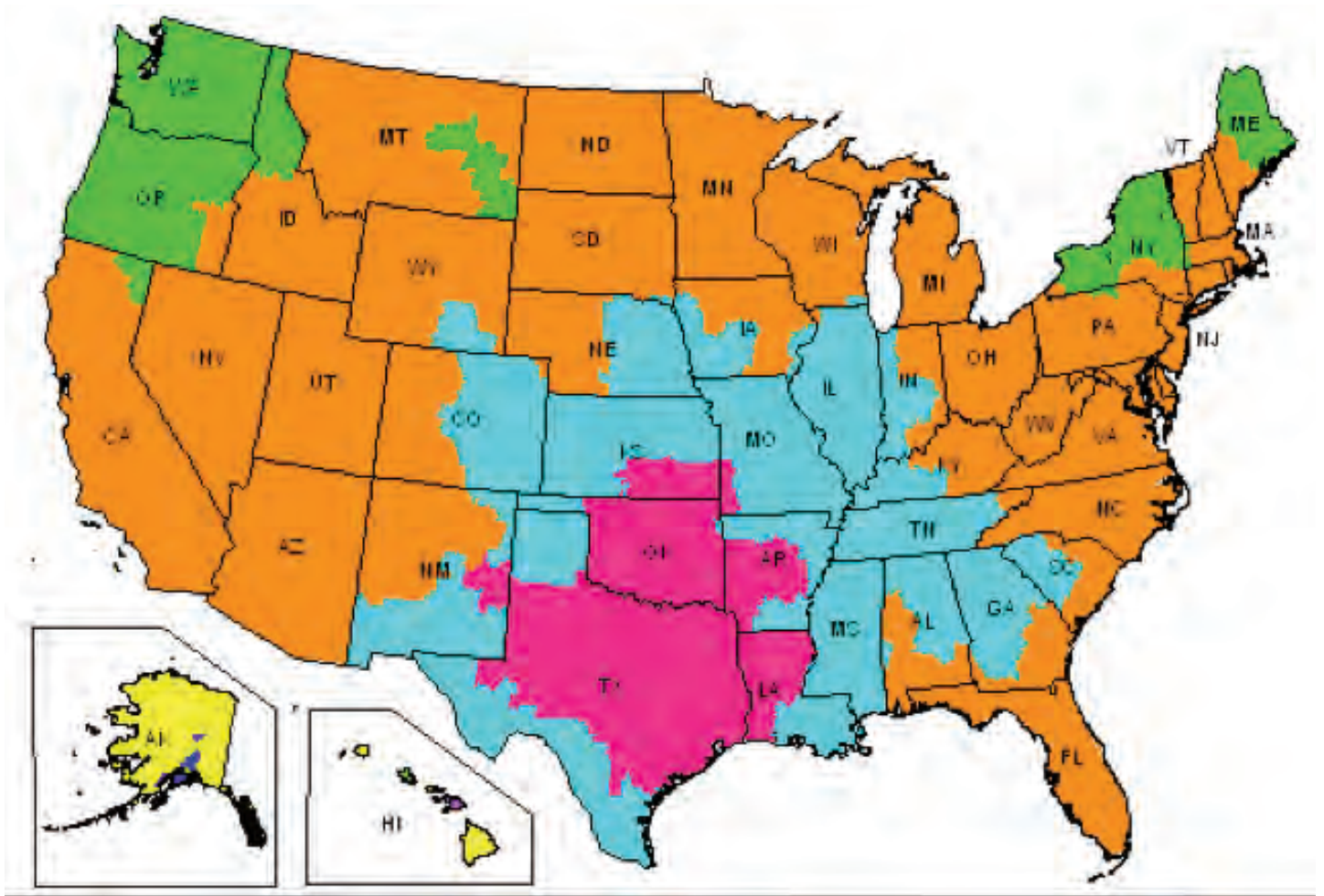
RUSH CHARGES PER ORDER
AS ORDER IS SUBMITTED AND AS MANUALLY HANDLED

| Number of Items Per Order | Expedite Charge Per Order | Manual Expedite Charge Per Order |
|---------------------------|---------------------------|----------------------------------|
| 1 – 3 items | \$25.00 | \$35.00 |
| 4 – 10 items | \$30.00 | \$40.00 |
| 11 – 29 items | \$35.00 | \$45.00 |
| 30 – 100 items | \$50.00 | \$60.00 |
| 101 – 500 items | \$100.00 | \$110.00 |
| 501 or more items | Call For Price | Call For Price |

UPS GROUND SERVICE MAP



FedEx Ground® Service Maps



■ 1 Day ■ 2 Days ■ 3 Days ■ 4 Days ■ 5 Days ■ 6 Days ■ 7+ Days

ALTERNATIVE OPTIONS TO THE RESELLER PROGRAM

RESELLER PARTNERS PROGRAM:

In addition to our standard Reseller Program, we also offer a Reseller Partner Program. This program includes options that are not available in the standard program. For a nominal fee, our Information Technology (IT) Department will schedule upgrades including the following:

- A partner site/login screen custom designed for you to mirror your own website.
- Custom packing slips that can include your graphic or Logo, your company name, address, and your telephone number.
- The option of 3rd party shipping through UPS or FedEx – you provide your own shipping account information and your shipping charges will be billed to you directly, by your carrier, rather than by Makit.
- Once you have been notified that your reseller account has been established, you can email sales@makit.com expressing your interest in becoming a Reseller Partner. You will be contacted by our IT Department with all the details.

CENTRICS MANUFACTURING INTERFACE (CMI) SYSTEM:

This automated system provides you the capability to submit order information and images via XML. The volume of orders you submit will dictate whether the cost of this system is justified. Your IT team would be expected to build per our API specifications. Non-disclosure Agreements as well as Service Level Agreements would be signed by all involved parties from both your company and Makit. Again, if you are interested in upgrading to this system, you can email sales@makit.com and you will be contacted by our IT Department.

Reseller Program Registration

Please fill in the following information, sign and fax to 972-283-2287 or email to sales@makit.com

Name _____

Business Name _____

Contact Email _____

Phone Number _____ Fax Number _____

Address _____

Your Company Website _____

Tax ID Number _____

The Makit Reseller or Reseller Partner Program is a self-service, automated, website ordering system. Payment is due at the time the order is placed. Acceptable payment method is credit card only – all major credit cards are accepted. Average production interval is 10 business days from receipt of the order (does not include shipping). Peak busy seasons such as Thanksgiving, Christmas, Mother's Day and Father's Day will require extra time. All orders produced will be sent standard shipping to the address you provide unless otherwise specified by you at time of online purchase. Expedited shipping options are available online as order is being submitted. Makit Products reserves the right to refuse orders with questionable image content which contains pornographic images, profane wording, and sexually explicit material, is discriminatory or otherwise deviates from our family and child friendly business. Either party may terminate this agreement at any time without notice.

Various trademarks, trade names and service marks, including but not limited to, MAKIT®, MAKE A PLATE®, PHOTO PLATE®, DESIGN A PLATE®, CREATE A PLATE®, DRAW A PLATE®, MAKE A MUG®, AUTOGRAPH PARTY PLATE®, PET PLATE®, MAKE A MASTERPIECE®, MAKE A MEMORY™ and MEMORY MAKERS™ that are used or displayed on this advertisement are the registered and unregistered trademarks, trade names and service marks of Makit Products, Inc.

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I understand and agree to the terms and conditions of the Makit Reseller Program:

Signature _____ Date _____