



WEDDING, BABY & BEYOND

Website Guidelines

Lillian Rose Guidelines are to be followed by all retail customers who sell our products online. Please complete this form and return to Lillian Rose Inc (sales@lillianrose.com)

Lillian Rose Wholesale Retailer Partnership: (In-Store & Online)

We work hard to make sure our Retailers find our products to be of high value and a profitable Program.

We evaluate product placement to various online platforms to better promote our product in retail stores and increase the value and marketability online.

We require our guidelines to be followed to continue to provide you with our product line.

We value your business and look forward to continuing to work with you on your Lillian Rose Program!

❖ On-line Pricing Requirements (*MAP Pricing Required*)

We work with **MAP Pricing**: that you sell our product no less than Double Listed Wholesale. Your displayed retail price must follow this guideline regardless of shipping charges or free freight. This is to ensure that our retail stores and other online retailers are not undercut and our product value is not diminished. We monitor and address any issues of website item pricing that effect other retailers, cause our product(s) to be undercut, diminish the value of our product(s).**Regardless of order fulfillment this regulation must be followed**

❖ All 3rd Party Selling Platforms must receive prior authorization

Includes: Amazon, Walmart, Ebay and all others outside of your custom business website

❖ Lillian Rose Company Name Reference:

We request that you feature our Company name on website and/or product descriptions.

❖ Lillian Rose Images & Product Details for upload:

Contact Customer Service to receive images and item details once authorized to sell online

❖ Order Requirements to be an online Etailer of Lillian Rose Products

- o Minimum Annual Sales of \$2,500 (*Evaluated Quarterly: Min \$250/Month)

❖ Drop Ship Available:

- o \$2.50 Drop Ship Service Charge if under \$50
- o No Drop Ship Service Charge if over \$50
- o No Drop Ship Service Charge for 'G'reat VIP customers (Annual Sales over \$10,000)

A customizable packing slip (no pricing) is included with your drop ship orders. You can email your logo and requested text to sales@lillianrose.com

❖ All Lillian Rose standard terms and conditions apply to website accounts.

All websites will be checked periodically by Lillian Rose. Lillian Rose reserves the right to refuse any website's request to sell or display our products at any time.

*Your Lillian Rose account may also be inactivated if you do not follow the guidelines. **

Company Name: _____ Customer Code (if applicable): _____

Address: _____

Phone: _____ Email: _____

** List **All** Websites (If 3rd Party, Need Store/Seller Name – i.e. Amazon, Walmart, Ebay, Etc):

I understand and will comply with the above conditions.

Owners Name: _____

Owners Signature: _____ Date: _____