



UniformMarket

Vendor Alliance Program

The Profitable Relationship for Vendors and
Authorized Dealers Using Web Stores and POS Systems

Effective 12/1/2009



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Introduction to the Vendor Alliance Program

UniformMarket provides Vendors the most efficient and effective sales methodology possible to minimize time spent with retailers on their electronic sales processes while maximizing your profits

UniformMarket enables manufacturers to share their entire family of products down to the SKU level for use in authorized retailer’s web stores and POS systems. These two enormous infrastructure issues for the retailer get resolved simultaneously when you partner with UniformMarket. Your authorized dealers can easily deploy and maintain up-to-date eCommerce websites with your products; and use that same data to populate their POS system with product information.

UniformMarket does not require additional resources from the manufacturer or the retailer to deliver the data. We are a “Software As A Service (SaaS)” company and all computing resources are hosted at UniformMarket’s world class data center.

At UniformMarket, we are committed to advancing the uniform manufacturers and their retail channel by increasing their selling hours, customer service, and client reach through the use of advanced web store services. Over the past 4 years, uniform retailers have been able to access and sell over 1,000,000 products using the UniformMarket Store System (UMSS). Retailers have deployed both public web stores as well private stores from which complete “Uniform Programs” are sold and managed.



UniformMarket enables authorized retailers to use your product information with our Alliance Partner Program. The Vendor Alliance Program dramatically improves the efficiency of the retailers to generate incremental revenue in addition to their retail stores.

If your company is serious about the uniform industry, we strongly encourage you to become an Alliance Partner with UniformMarket.

On the following pages you will find descriptions of the Vendor Alliance Programs currently offered. Every program includes a Vendor Catalog Website, so be sure to review that section. And, our data gathering and approval process insures your participation is easy, accurate and profitable.



Silver Alliance Program

Cost: No Charge

UniformMarket makes your product data and pictures available for inclusion into any UniformMarket managed web store or existing retailer's web stores. Once the data is prepared by UniformMarket, it becomes available in the UniformMarket Product Library (UMPL).

The product catalog information available in the UMPL includes:

SILVER

- All marketing messaging
- Product images
- Color swatches
- SKU level product information such as colors, sizes, fit, etc.
- Short descriptions
- Long descriptions
- Pricing information
- Sizing charts

Unisex Poplin Flyer Short Sleeve Shirt

Item Code:EG_1215

\$23.50

Features:

- 65% poly/35% cotton 4.25 oz. wt.
- Poplin weave
- VISA soil release finish
- 2 Flap pockets with buttons
- 2 Functional epaulets
- Machine washable
- Unisex sizing XS - 4XL

Click here for [Edwards Garment Size Charts](#)

Place holder for UPC

Options:

Color:

Fit:

Size:

Price: \$23.50

Example UMPL listing as it would appear on a website

The Silver Alliance Program assures you that your product line is being merchandised to the same standards as your own web site and printed material.



Gold Alliance Program

Cost: \$995.00 – One Time Fee

The "Gold Alliance Program" is the key to establishing an efficient and productive relationship between the retailer and you.

UniformMarket facilitates the ability for retailers to present on-line “real-time” or “near-time” vendor stock levels in their web stores. This process ensures that the retailer’s clients only purchase products that are available from you. By enabling this process, the end user, retailer and vendor all cut back on unnecessary product availability communications and improves purchasing satisfaction.

The “Gold Alliance Program” includes all the benefits of the "Silver Alliance Program" and adds “near-time” inventory. The product catalog information available in the UMPL includes:

GOLD

- Inventory Status in “near-time”

SILVER

- All marketing messaging
- Product images
- Color swatches
- SKU level product information such as colors, sizes, fit, etc.
- Short descriptions
- Long descriptions
- Pricing information
- Sizing charts

Live Sweet Square Neck Top with Raglan Sleeves

Item Code:LA_98040

\$24.99

Square Neck Top w/ Raglan Sleeves.

Color: Sweet Flutterbye Black Print100%C (SFBS)

Size	Price	Qty.
XSM	\$24.99	<input type="text" value="0"/>
SML	\$24.99	<input type="text" value="0"/>
MED	\$24.99	<input type="text" value="0"/>
LGE	\$24.99	<input type="text" value="0"/>
XLG	\$24.99	<input type="text" value="0"/> Available 4/1/2010
XXL	\$26.99	<input type="text" value="0"/> Available 4/1/2010

ADD TO CART & CONTINUE SHOPPING ADD TO CART & VIEW CART

Shopping Bag
No items in cart.

Photo View Lineart Zoom

Example product as it would appear on a website with associated inventory status

The Gold Alliance Program assures you that your product line is being merchandised to the same standards as your own web site and printed material.

From the retailer’s perspective, the inventory status in “near- time” is one of the most important benefits you could provide them. Shoppers (end users) placing orders on your



retailer's web stores can instantly see whether that particular item is going to be in stock as they choose to place an order.

We work with you to establish a Web or FTP Service connection which creates the inventory updates on a regularly scheduled basis. This feature is truly seamless in its operation and extraordinarily beneficial to the end user as well as the retailer.

Becoming a "Gold Alliance Program" partner opens the door to improved customer satisfaction with your retailers.



Platinum Alliance Program

Cost: \$2500.00 – One Time Fee

This “Platinum Alliance Program” program is designed for vendors whose business strategy is to perform DROP SHIPS for their retailers. The “Platinum Alliance Program” is the ultimate business strategy to increase sales between you and your retailer as well as to increase the satisfaction between the retailer and his clients. UniformMarket extends the current drop ship programs that are available from you to your most important authorized retailer’s web store. This greatly enhances customer satisfaction and in turn creates more sales for the you and your retailer.

The “Platinum Alliance Program” includes the ability to drop ship orders as well as all the benefits of the "Gold Alliance Program" and the "Silver Alliance Program".

PLATINUM

- Drop ship functions embedded in website

GOLD

- Inventory Status in “near-time”

SILVER

- All marketing messaging
- Product images
- Color swatches
- SKU level product information such as colors, sizes, fit, etc.
- Short descriptions
- Long descriptions
- Pricing information
- Sizing charts

Live Sweet Square Neck Top with Raglan Sleeves
Item Code:LA_98040
\$24.99
Square Neck Top w/ Raglan Sleeves.

Color: Sweet Flutterbye Black Print100%C (SFBS)

Size	Price	Qty.
XSM	\$24.99	<input type="text" value="0"/>
SML	\$24.99	<input type="text" value="0"/>
MED	\$24.99	<input type="text" value="0"/>
LGE	\$24.99	<input type="text" value="0"/>
XLG	\$24.99	<input type="text" value="0"/> Available 4/1/2010
XXL	\$26.99	<input type="text" value="0"/> Available 4/1/2010

ADD TO CART & CONTINUE SHOPPING ADD TO CART & VIEW CART

Shopping Bag
No items in cart.

Photo View Lineart Zoom

Example product as it would appear on a website with associated inventory status

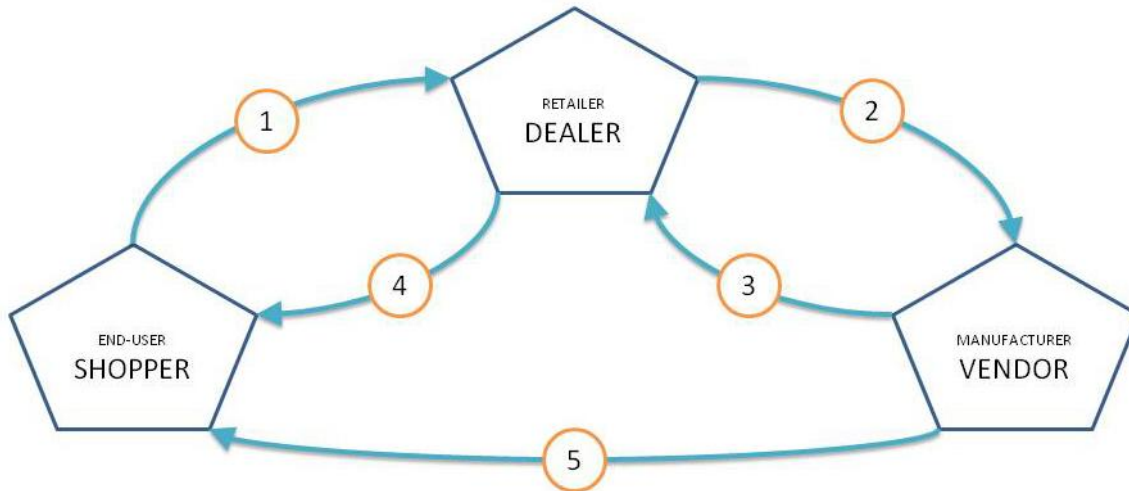
Becoming a “Platinum Alliance Program” partner opens the door to the most efficient electronic sales process in the world for you and your retailers.

This is the ultimate support for the retailer!

The process includes the ability for electronic orders to be transmitted directly from the retailer’s web stores to the vendor, for the end user to receive notifications upon order acknowledgment as well as the end user to receive shipment order information.

Here is a diagram of how the data flows:

UNIFORMMARKET LLC



1. Shopper places order on Dealer's website
2. Dealer electronically authorizes drop-ship order to Vendor
3. Vendor sends electronic confirmations to Dealer
4. Dealer sends electronic confirmations to Shopper
5. Product drop-shipped to Shopper from Vendor warehouse

This level of information flow enables the end user to be in completely up to date on his order as well as providing the retailer with the ultimate customer satisfaction. This type of customer service leads to repeat orders and more sales for both you and your retailer.



Vendor Catalog Control Tools

Vendor Catalog Authorization Form

Product Catalog Authorization

Date: _____
Catalog: _____

DEALER INFORMATION:

Dealer Name: _____
Account Number: _____
Dealer Signature: _____
Signature: _____
Print Name: _____

MANUFACTURER AUTHORIZATION:

The dealer referenced above has requested your product information, pricing and images be loaded into their licensed eCommerce store from UniformMarket.

The dealer has provided the account number above to verify their relationship with your company.

Kindly return a signed copy of this form via email or FAX indicating your permission for UniformMarket to provide this company use of the catalog referenced above.

Authorization is granted.

Manufacturer Signature: _____
Signature: _____
Print Name: _____

Send to:
FAX: 224-406-8850
Email: legal@uniformmarket.com

UNIFORMMARKET LLC
633 Skokie Blvd, Suite 490, Northbrook, IL 60062
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UniformMarket offers the vendor discrete controls and agreements on who will have access to their electronic product data. For vendors that require only authorized eCommerce approved retailers sell their products on-line, UniformMarket has created and manages appropriate systems.

Your product catalog will only be provided to your authorized retailers after UniformMarket receives an approved Catalog Authorization Form. This entire process is managed by UniformMarket via emails and electronic forms to minimize the hassle.

Download PDF – [Click Here](#)

Vendor Catalog Distribution Agreement

VENDOR CATALOG DISTRIBUTION AGREEMENT

This Agreement into this ____ day of _____, 20____, by and between "vendor", whose address is _____, and UniformMarket, responsible with furnishing marketing assets and SKU descriptions unique to "vendor" to approved online retail partners of "vendor".

Definitions:

"Online Retail Partner" or "Dealer" refers to any company which orders and/or purchases "vendor" products.

"vendor" is a trade name and brand owned by "vendor".

Marketing Assets within this agreement include all actual photography, company logos, brand names, trademarks, copy, and all other images provided in combination with the "vendor" brand.

SKU descriptions refer to unique identifiers for each product owned by "vendor", which includes the item descriptions and UPCs.

AGREEMENT

"vendor" agrees to furnish to UniformMarket certain marketing assets and SKU descriptions, with updates from time to time.

UniformMarket agrees that it will only provide a dealer's website with "vendor" catalog and website information, upon request of an approved Product Catalog Authorization, which includes aforementioned marketing assets and SKU descriptions, provided solely by "vendor". UniformMarket can not distribute "vendor" catalog, website, marketing assets, or SKU information without the express written consent of "vendor".

"vendor" has the right to request that UniformMarket pull "vendor" catalog and website information from a dealer's website, should a dealer lose its good standing status with "vendor". Furthermore, "vendor" is a premium branded apparel line, therefore, internet retail partners representation of all "vendor" marketing assets shall cover the brand's image in the same manner as "vendor" does in its marketing and advertising mediums.

"vendor" reserves the right to cease supplying "vendor" products and information to UniformMarket at anytime if not adhering to the terms and conditions mentioned within this document.

UniformMarket: _____
Signature: _____
Print Name: _____
Position: _____

"Vendor": _____
Signature: _____
Print Name: _____
Position: _____

UNIFORMMARKET LLC
633 Skokie Blvd, Suite 490, Northbrook, IL 60062
224-406-8840 • FAX: 224-406-8850 • www.uniformmarket.com

The UniformMarket Vendor Catalog Distribution Agreement also protects your assets, and is signed by you and UniformMarket to ensure proper business controls.

Download PDF – [Click Here](#)



Technical Specifications

Silver Program – Getting Your Catalog Loaded

UniformMarket follows a proven methodology to gather your information and data. Currently we maintain over 1,000,000 products and images and are experts in helping you get your product data ready for your retailers.

At any time you have access to Product Advocates within UniformMarket to assist in data preparation and image manipulation.

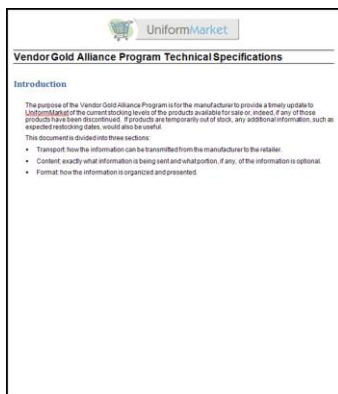
Materials vendors should provide UniformMarket to assist in loading products to the UMPL include:

- Excel Spreadsheets
- Product images
 - DVD or FTP access
- Price lists
- Printed catalogs
- PDFs of catalogs

Vendor Data Import Overview & Instructions – [Click Here](#)

Product Import Spreadsheet Template – [Click Here](#)

Gold Program – Adding Inventory Status



The purpose of the Vendor Gold Alliance Program is for you to provide a timely update (“near-term”) to UniformMarket of the current stocking levels of the products available for sale or, indeed, if any of those products have been discontinued. If products are temporarily out of stock, any additional information, such as expected restocking dates, would also be useful.

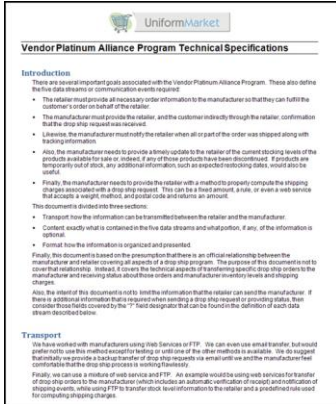
The technical aspects are divided into three sections:

- Transport: how the information can be transmitted from you to the retailer.
- Content: exactly what information is being sent and what portion, if any, of the information is optional.
- Format: how the information is organized and presented.

Download Technical Specification for “near-term” Inventory Status Feeds – [Click Here](#)



Platinum Program – Adding Drop Ship Capability



There are several important goals associated with the Vendor “Platinum Alliance Program”. These also define the five data streams or communication events required:

- The retailer must provide all necessary order information to you so that you can fulfill the customer’s order on behalf of the retailer.
- You must provide the retailer, and the customer indirectly through the retailer, confirmation that the drop ship request was received.
- Likewise, you must notify the retailer when all or part of the order was shipped along with tracking information.
- Also, you need to provide a timely update to the retailer of the current stocking levels of the products available for sale or, indeed, if any of those products have been discontinued. If products are temporarily out of stock, any additional information, such as expected restocking dates, would also be useful.
- Finally, you need to provide the retailer with a method to properly compute the shipping charges associated with a drop ship request. This can be a fixed amount, a rule, or even a web service that accepts a weight, method, and postal code and returns an amount.

The technical aspects are divided into three sections:

- Transport: how the information can be transmitted between the retailer and you.
- Content: exactly what is contained in the five data streams and what portion, if any, of the information is optional.
- Format: how the information is organized and presented.

Finally, this is based on the presumption that there is an official relationship between you and retailer covering all aspects of a drop ship program. The purpose of the UniformMarket specifications is not to cover that relationship. Instead, it covers the technical aspects of transferring specific drop ship orders to the vendor and receiving status about those orders and your inventory levels and shipping charges.

Also, the intent of these specifications is not to limit the information that the retailer can send you. If there is additional information that is required when sending a drop ship request or providing status, then consider those fields covered by the “?” field designator that can be found in the definition of each data stream described.

Download Technical Specifications for Drop Ship – [Click Here](#)

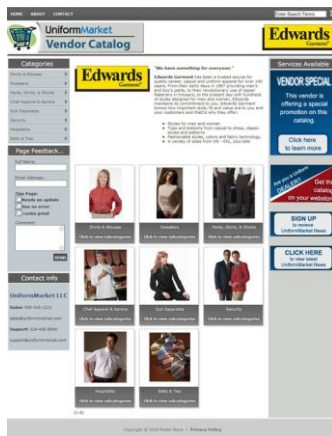
Vendor Catalog Websites

Once UniformMarket has prepared your data for inclusion into the UMPL, we create a unique Vendor Catalog Website featuring your entire product line and marketing messages.

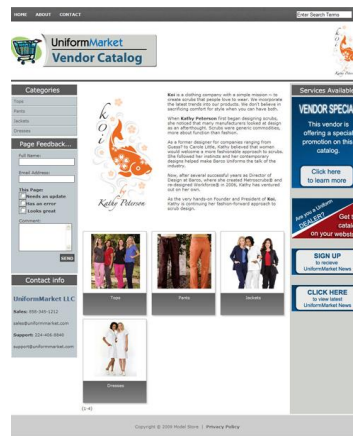
From this website you are able to view the styles, options, text and images to make sure everything is presented exactly how your authorized retailers should display the products on their website. This includes descriptions, categories and marketing information.

You are free to show this website to their authorized retailers; and many Vendor sales reps use their Vendor Catalog Websites to showcase how their retailers can benefit from selling their products online.

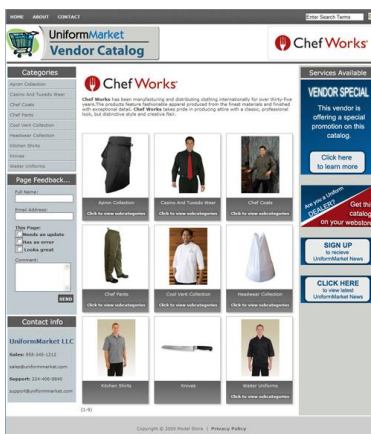
Example Vendor Catalog Websites:



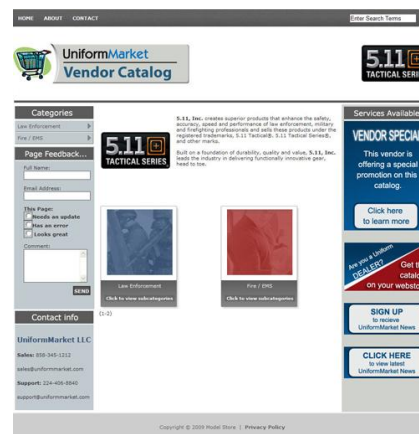
[Edwards Garment Company](#)



[KOI](#)



[Chef Works](#)



[5.11 Tactical Series](#)



Vendor Marketing Opportunities

Once a vendor's catalog is loaded to the UMPL and approved for distribution by the vendor, UniformMarket works to "spread the news."

UniformMarket Store System users receive regular emails with updates about catalogs and products. Many retailers use these announcements to schedule catalog additions and/or updates to their websites.

As the publishers of UniformMarketNews.com, the most popular news portal for the uniform industry, there is routinely opportunity to include editorial content about UMPL updates or general vendor news.

UniformMarket encourages every participating vendor to also announce the availability of the extended web capabilities to their own client base using your own best practice marketing methods.

Available marketing opportunities:



UniformMarket News Magazine

News presented on our site is provided directly by uniform manufacturers and dealers



UniformMarket Store System News

News about and for users of the UniformMarket Store System



How To Contact UniformMarket

Sales & Customer Service

858-345-1212

sales@uniformmarket.com

Vendor Advocates & UMPL Team

224-406-8840 x 201

umpl@uniformmarket.com