

CADEN LANE

Baby

Dear Online Retailer:

Thank you for taking the time and having the interest to inquire about our products. We are excited to have you as a new customer. Please take a moment and read through the enclosed information regarding Caden Lane's drop ship policies.

Upon review of our drop ship policies, all online retailers will be required to address and return the following information, and have a live and active website, before they are approved as an online retailer of Caden Lane Baby products. (Send all completed forms to Caden Lane via email, mail or fax):

1. Complete a copy of our Wholesale Application.
2. Complete a copy of our Confidential Credit Application.
3. Complete a copy of our Confidential Credit Card Authorization Form.
4. Submit a copy of your Sales Tax Certificate.
5. Sign a copy of our Vendor Responsibility Terms & Agreements Form.

Additional questions or concerns may be addressed with Nikki McNish or Allison Andrews, your Sales Representatives. Feel free to contact Caden Lane Baby and your Sales Representative at any time!

Thanks so much!

Nikki & Allison

P: 210.687.1919 EXT 303

F: 210.687.1920

E: customercare@cadenlaneco.com

Caden Lane Baby
434 N Loop 1604 W, Ste 1104
San Antonio, TX 78232

CADEN LANE *Baby*

Wholesale Application

Submit photos of your store front (if applicable) for approval with this application. Email images to customercare@cadenlaneco.com. Also submit a copy of your lease agreement (if applicable).

BILLING ADDRESS:

Company Name _____

Owner's Name _____

Address _____

City _____ State _____ Zip _____

Phone Number _____

Fax Number _____

Email _____

Website _____

SHIPPING ADDRESS (if different from Billing):

Company Name _____

Address _____

City _____ State _____ Zip _____

Phone Number _____

Fax Number _____

IT IS YOUR RESPONSIBILITY TO INFORM CADEN LANE BABY OF ANY CHANGES MADE TO THE ABOVE INFORMATION. FOR ANY AND ALL DROP SHIP ORDERS, YOU MUST PROVIDE CORRECT SHIPPING INFORMATION FOR YOUR CUSTOMER. ANY DELAYS CAUSED BY INCORRECT BILLING/SHIPPING INFORMATION WILL BECOME YOUR RESPONSIBILITY, AND CADEN LANE BABY WILL NOT BE HELD ACCOUNTABLE.

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Confidential Credit Application

(Please submit a copy of your Sales Tax Certificate with this application.)

Name of Business _____

Years in Business _____ Online Website _____

Street Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Email _____

Name of Owner _____

Accounts Payable Contact (if not owner) _____

Please list 3 vendors that you currently have an open account with:

1. Business Name _____ Contact _____

Phone _____ Fax _____ Email _____

2. Business Name _____ Contact _____

Phone _____ Fax _____ Email _____

3. Business Name _____ Contact _____

Phone _____ Fax _____ Email _____

THIS CREDIT APPLICATION IS SUBMITTED IN WRITING FOR THE PURPOSE OF OBTAINING MERCHANDISE FROM YOU ON CREDIT. ALL INFORMATION IS TRUE AND CORRECT. I DO HEREBY AGREE TO PERSONALLY GUARANTEE ANY AND ALL DEBTS INCURRED BY THE ABOVE CAPTIONED COMPANY FROM CADEN LANE BABY. IN ADDITION, I UNDERSTAND AND AGREE TO PAY ACCORDING TO CADEN LANE BABY'S TERMS. ALL ACCOUNTS PAST DUE WILL BEAR INTEREST AT A RATE OF 1 ½% INTEREST PER MONTH. I ALSO AGREE TO PAY ANY AND ALL EXPENSES OF COLLECTIONS, INCLUDING ATTORNEY'S FEES AND COST OF LITIGATION SHOULD MY ACCOUNT BECOME DELINQUENT AND CADEN LANE BABY DETERMINES SUCH ACTION IS NECESSARY.

Signature of Owner _____ Date _____



Vendor Responsibility Terms & Agreements

Name of Company: _____

Company Website: _____

Brick & Mortar store: YES / NO Online Store: YES / NO

I, (*print owner's name*) _____, hereby acknowledge that I am a certified retailer for the in-store and/or online product promotion and the selling of Caden Lane Baby products through my legitimate company (*print company's name*) _____. It is my sole responsibility to retrieve and send Caden Lane Baby all necessary information including: billing, shipping, and credit information needed to process each sales order [including drop ships]. It is also my responsibility to notify Caden Lane Baby of any changes in the above required information as soon as that information becomes available. Delays in notifying Caden Lane Baby of any changes can result in possible delays of shipping, as well as the rare occurrence of products going out-of-stock. Caden Lane Baby will be responsible for the notification, confirmation, and direct shipping of products fulfilling each sales order [including drop ships] obtained through the corresponding direction of the in-store and/or online retailer. Any returns must be made through my own company unless otherwise stated or confirmed by Caden Lane Baby. Finally, I have carefully read through all of Caden Lane Baby's "Drop Ship Policies" as well as their "Terms & Conditions" and agree to comply with all written agreements as an in-store and/or online retailer of Caden Lane Baby products.

Signature: _____ Date: _____



Confidential Credit Card Authorization Form

Regulations pertaining to credit card purchases require Caden Lane Baby to obtain the following information in order to process any credit card purchases without physical possession of the card and the embedded information on the magnetic strip. Please fill out this form COMPLETELY to assure prompt order processing. Also, it is your sole responsibility to notify Caden Lane Baby of new credit card information, and any delays in processing orders due to lack of correct credit card information is also your responsibility. ****If you do not provide Credit Card information, your orders will be shipped COD ground, with a \$15 surcharge fee.****

CUSTOMER INFORMATION

Company Name _____

Address _____

City _____ State _____ Zip _____

Phone Number _____ Fax _____

CARDHOLDER'S INFORMATION

Cardholder's Name _____

Cardholder's Address _____

City _____ State _____ Zip _____

Card Type & Number _____

Exp Date _____ Auth. Code (3 digits on back) _____

I certify all information provided to Caden Lane Baby is true and correct to the best of my knowledge and hereby authorize Caden Lane Baby to charge the credit card as specified above for purchases made by me from Caden Lane Baby.

Authorized Signature _____ Date _____

Please Print Cardholder's Name Clearly _____

The information contained in this transmission is privileged and confidential. It's intended only for the use of Caden Lane Baby. If the reader of this information is not the intended recipient, you are hereby notified that any dissemination, distribution, or copy of this information is strictly prohibited.

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Current Wholesale Price List *MSRP - double these prices*

DIAPER BAGS:

Messengers –

- Lola (Brown/Pink) \$72
- Leo (Brown/Blue) \$72
- Liam (Black/Blue) \$72
- Lauren (Brown/Red) \$72

Bowlers –

- Kate (Brown/Pink) \$70
- Kalyn (Black/Pink) \$70
- Kane (Black/Blue) \$70
- Kyle (Brown/Blue) \$70
- Kasey (Brown/Red) \$70

Totes –

- Alex (Brown/Red) \$65
- Aidan (Black/Blue) \$65
- Audrey (Brown/Pink) \$65

Daddy Bag –

- Daddy Bag (Black/Red) \$68

Hobos-

- Sam (Brown/Gold) \$75
- Sara (Brown/Pink) \$75
- Sage (Brown/Blue) \$75

Backpack Convertibles –

- Mia (Brown/Pink) \$75
- Marshall (Brown/Blue) \$75
- Mason (Brown/Red) \$75

BEDDING SETS:

Classic Collection –

- 12 sets – Each \$225
- 4 boy, 4 girl, 4 unisex

Modern Vintage Collection -

- 6 sets – Each \$225
- 3 boy, 3 girl

Extra Sheets –

- \$15 each, all styles

Changing Pad Covers -

- \$10 each, all styles

Fabric By The Yard –

- \$15 per yard, all styles

ACCESSORIES:

2pc Bib Sets - \$12 each

2pc Burp Sets - \$12 each

Ruffle Blankets - \$20 each

Piping Blankets - \$20 each

Hooded Towels - \$16 each

Car Seat Covers - \$34 each

Shopping Cart Covers - \$34 each

Spill Mats - \$21 each

Coated Bibs - \$8 each

Lovies - \$20 each



Drop Ship Policies

Do you drop ship directly to my customer?

Yes, we drop ship directly to your customer upon receipt of their order. This order is sent directly from you, the online/in-store retailer, to a Caden Lane Sales Representative.

Is everything in stock?

Occasionally items will be on backorder, and not available at the time your order is placed. However, we will always let you know what items ordered are out of stock, as well as offer items that are in stock as replacements. Any backordered items can be held until they arrive, and will ship out at that time, per your discretion.

What is the shipping time from when the order is placed?

As soon as we receive your order, we begin processing it. This can take up to 48 hours. As soon as it has been processed and paid for, we will then ship it out. Shipping times vary, but range between 5 and 8 days GROUND SHIPPING with UPS. Expedited shipping is available upon request for an additional charge.

What are the drop ship and shipping charges?

Orders are drop shipped via UPS GROUND unless otherwise specified. We ship out most orders within a 72 hour period (which includes the order processing time). Drop ship fees (including all shipping and handling fees) are as follows: Diaper Bags \$15, Bedding Set \$25 (with or without sheets and CPC's). We do NOT drop ship any accessories at any time. ALL DROP SHIP ORDERS MUST BE PAID FOR BY CREDIT CARD, NO EXCEPTIONS.

What are the sales tax charges?

All online retailers will be responsible for charging any sales tax, if necessary. Caden Lane Baby only acts as a wholesale distributor for retailers upon receipt of their sales tax certificate.

Will you include our packing slip in the shipment?

Unfortunately, we cannot include your packing slips in our shipments. We now use a Fulfillment Center to do the bulk of our shipments, and they include a packing slip of their own. We will, however, put your store name as the Drop Shipper.

What are your suggested retail prices?

All online retailers will be contractually obligated to sell any Caden Lane Baby products at the minimum MSRP (manufacturer's suggested retail price) set by Caden Lane Baby. This is to ensure that no one retailer (online or brick and mortar) receives preferred customer sales due to their ability to undersell competitors. Online retailers may never offer their customers Caden Lane Baby products "on sale" or "discounted". Caden Lane Baby, solely, has the right to allow online retailers to offer month-long promotions if and only if that online store contributes to a Caden Lane Baby Advertisement in a nationwide magazine. Please contact Caden Lane Baby to get a current price sheet.

What is your order/reorder minimum?

All of Caden Lane Baby's product lines are considered separate opening orders. To open with diaper bags, you must meet the minimum opening order of 5 individual bags in any style. There is no reorder minimum. To open with bedding sets, you must meet the minimum opening order of 3 complete bedding sets, any style, sheets and changing pad covers do not count. There is no reorder minimum. To open with the accessories, you must meet the minimum opening order of \$250, which can be a combination of any accessories, in any colors, and in any amount(s). Reorders for the accessory line is at \$150, again any accessories, any colors, and any amount(s). If you wish to carry all three product lines, you must still meet each individual order minimum.

Can your products be sold on third-party discounted retail websites?

No, we do not allow any of our products to be sold through third-party discounted retail websites. This includes, but is not limited to: eBay.com, Amazon.com, and Overstock.com. Any online retailer caught selling our products on such third-party discounted retail websites will have their account terminated.

Do you provide swatch samples to customers per our request?

Yes, we do provide swatch samples of our bedding sets/fabrics to customers per your request. You will need to send over the complete name and address of the customer as well as the set(s) they would like swatches for. We are not responsible for swatches getting lost in the mail.

What materials are used in your products/what are the product dimensions?

Most dimensions can be found online on each item page. Any further questions regarding materials and our manufacturing details can be directed to a Sales Representative with Caden Lane Baby. Please contact Caden Lane Baby to receive this information.

What are your return policies?

Caden Lane Baby does not accept returns. Any returns wanted by your customers must go through you directly. If a product is defective, a replacement will be sent out, shipping paid for by Caden Lane Baby. If the customer with the damaged product no longer wishes to keep the item, you will be responsible for taking on the replacement, as no refunds will be given.

How are product defects handled?

Product defects are few and far between, but they do occur occasionally. Should a customer encounter a product defect, please contact us immediately with details of the defect as well as description of the item. If you have the item at your location, we will send a UPS call tag with a replacement item, at no cost to you. Once received, you must send back the defective item immediately, or you will be charged for the replacement. If you do not have the item(s), and your customer does, then it is their responsibility to either send it directly to us (once you have let us know to expect it), or to you and a call tag can then be issued. Under no circumstances will call tags be sent directly to drop ship customers. Once we have received any and all damaged items directly from customers, we will then issue replacements at no charge. It is your responsibility to notify your customer and/or us of where to ship the replacement.

Do you have photos available of each product for us to put on our website?

Yes, we do have photos of all items available. We can send you an image CD for \$15. Without this CD, you cannot use any pictures found on our website. If we find that you are using our images illegally, your account will be suspended, and reinstatement is up to our discretion. With the purchase of the image CD, you are entitled to use any and all pictures we have available.

What are the payment terms and methods?

Opening orders are to be paid for by Credit Card. We accept the following credit cards: American Express, MasterCard, and Visa. Credit card information must be given to Caden Lane Baby when placing opening order (must fill out Confidential Credit Card Authorization Form). Orders will not be processed and shipped unless we have credit card information on file. Credit card(s) will be charged the day they are processed (usually 24 hours after receipt of order). If any backorders occur, those will be held, and no payment will be taken until they are to be shipped. Order(s) will not be shipped should a credit card decline. It is your responsibility to make sure we have correct credit card information on file, as any declined cards or expired cards will cause shipping delays. Each online retailer will be charged the wholesale price of goods ordered and any corresponding drop ship fees.

What method is preferred for order placement?

All orders will be received by YOU, the online retailer. Online retailers must then send the requested order to a Sales Representative through any of the following methods: 1) Fax the order to 210.687.1920, 2) Call in the order to 210.687.1919 ext 303, or 3) Email the order to customercare@cadenlaneco.com. All received orders must include the following: customer's name, ship to address, city, state, zip and phone number. Any special instructions (including but not limited to: expedited shipping, gift message) must be noted clearly on the order.

Will I receive tracking information on orders sent?

Our shipping manager will send over tracking information through email to all stores that have asked. If you wish to be included on this list, please send an email to orders@cadenlaneco.com (assuming you are a current online retailer).

Will I receive invoices or bills from your company?

Each week, as drop ships are processed and shipped out, we will hold those invoices for you. Each Monday, we will mail out the invoices for the previous week, which have all been paid for and shipped out. If you have any questions concerning the shipment of orders, please contact our shipping manager at 210.687.1919 ext 304 or at orders@cadenlaneco.com. If you have any questions concerning billing or accounting, please contact our accountant at 210.687.1919 ext 302, or at sarah@cadenlaneco.com.



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What is the shipping time from when the order is placed?

As soon as we receive your order, we begin processing it. This can take up to 3 days. As soon as it has been processed and paid for, we will then ship it out. Shipping times vary, but range between 5 and 8 days GROUND SHIPPING with UPS. Expedited shipping is available upon request for an additional charge.

What are the drop ship and shipping charges?

Orders are drop shipped via UPS GROUND unless otherwise specified. We ship out most orders within a 48 hour period (which excludes the order processing time). Drop ship fees (including all shipping and handling fees) are as follows: Diaper Bags \$15, Bedding Set \$25 (with or without sheets and CPC's). We do NOT drop ship any accessories at any time. ALL DROP SHIP ORDERS MUST BE PAID FOR BY CREDIT CARD, NO EXCEPTIONS.

What are the sales tax charges?

All online retailers will be responsible for charging any sales tax, if necessary. Caden Lane Baby only acts as a wholesale distributor for retailers upon receipt of their sales tax certificate.

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Can your products be sold on third-party discounted retail websites?

All retailers, online and brick and mortar, will be contractually obligated never to list our items on any discount websites (ebay, amazon, etc.) as well as any other website that is not your own. If you are found to be selling on any website such as these, your account will be suspended, and will only be re-instated per our discretion. If you are selling our items on these websites at a *discounted price* (any amount under our MSRP), your account will be terminated permanently, and under no circumstance will it be re-instated. Call your Caden Lane sales representative with any questions about this policy, or to inform us of other retailers abusing this policy.

What is your order/reorder minimum?

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Do you provide swatch samples to customers per our request?

Yes, we do provide swatch samples of our bedding sets/fabrics to customers per your request. Your credit card will be charged \$5.00 per each swatch. You will need to send over the complete name and address of the customer as well as the set(s) they would like swatches for. We are not responsible for swatches getting lost in the mail.

What materials are used in your products/what are the product dimensions?

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