



# New Livestock Account Application Form

Hello! Thank you for your interest in opening a Weaver Leather Livestock account. Please take a few moments to complete the following information in its entirety and return it, along with any **two** of the following business credentials, to us via email, fax or mail as soon as possible.

Acceptable Business Credentials (please submit any **two**):

- **Retail Store** - See Brick & Mortar Retail Store section below and respond to each question. Stores operated out of an individual's home, barn, basement, garage or other personal place do not qualify. Must be a structure designated for retail sales.
- **Mobile Unit** - See Mobile Unit section below and respond to each question. Personal livestock trailers do not qualify. Trailers intended for product transportation only do not qualify. All trailers must be set up for retail purposes directly within the trailer.
- **Retail Website** - See Retail Website section below and respond to each question. Websites that are not equipped to collect orders do not qualify. Social media-only platforms do not qualify.
- **Printed Catalog** - See Printed Catalog section below and respond to each question. Professionally printed catalogs with annual mailings are required.

## Minimum Opening Order Information:

- Weaver Leather Livestock Retail Store, Retail Website or Printed Catalog dealers are required to place a minimum opening order of \$2,000. We reserve the right to adjust this minimum after evaluating the specific market size and potential livestock sales for your geographic area based upon information received in the dealer application.
- Weaver Leather Livestock Mobile Units are required to place a minimum opening order of \$20,000. We reserve the right to adjust this minimum after evaluating the specific market size and potential livestock sales for your geographic area based upon information received in the dealer application.
- We also require all dealers to order a minimum of \$1,000 annually.

**Attention AZ, CA, FL, GA, IA, IL, IN, KY, MD, MI, MN, MO, NY, OH, PA, SD, TN, TX, WA, WI and WV Customers:** In addition to this application, we do require that you submit a Blanket Certificate of Exemption for sales tax purposes. Please contact us for a copy of this form. Additional states are subject to be added without notice.

**Wholesale Only** We have a strict policy of selling our livestock products through qualified, industry-related retailers and marketers only. Our careful screening and customer application process assures us and you that we sell wholesale to qualified dealers only. **Our Stocking Requirement requires all approved dealers to maintain and stock inventory on-hand and to actively promote the sale of Weaver Leather Livestock's brand of products through their retail avenue(s) of doing business.**

(Please write or print clearly in dark ink)

**Brick & Mortar Retail Store** (If not a brick and mortar retail store, skip to the next section) - Please attach photos of the inside and outside of your retail location

**Type of Retail Store** (Please check as many as are applicable)

- Farm Store     Cooperative     Drive-Through     Tack Store     Apparel Store     Other \_\_\_\_\_

**Regular Operation Business Hours**

- Monday - Friday \_\_\_\_\_     Saturday \_\_\_\_\_     Sunday \_\_\_\_\_

**Store's Square Footage** \_\_\_\_\_

**Is your retail store equipped with the following items?** (Please check as many as are applicable)

- Cash Register     Point of Sale System     Inventory Management System     Credit Card Processing System

**Mobile Unit** - Please attach photos of the inside and outside of your mobile unit and also a copy of your current or future planned vendor show schedule

**Type of Mobile Unit Trailer**

- Gooseneck, Trailer Length \_\_\_\_\_     Bumper Pull Trailer, Trailer Length \_\_\_\_\_

**Is your Mobile Unit equipped with the following items?** (Please check as many as are applicable)

- Cash Register     Point of Sale System     Inventory Management System     Credit Card Processing System  
 Retail Sales Window     Attached Shelving Units

**Do you have a DOT number? If so, please list:** \_\_\_\_\_

**Retail Website**

**Website URL** \_\_\_\_\_

**Is your website equipped with an ecommerce shopping cart?**     Yes     No

**How long has your website has been active?** \_\_\_\_\_

**Website Performance**

- Hits per month \_\_\_\_\_     Number of unique visitors per month \_\_\_\_\_     Conversion rate per month \_\_\_\_\_

**Do you utilize any paid Google AdWords to drive web traffic?** (Please explain) \_\_\_\_\_

**Do you utilize any organic SEO?** (Please explain) \_\_\_\_\_

**Do you offer any type of email programs for ongoing consumer connection?** (Please explain) \_\_\_\_\_

In House Use Only	
Account Number	_____
Account Type	_____
Date Approved	____/____/____
Approved By	_____

Toll Free in the U.S. & Canada

Phone: **800-932-8371**

Fax: **800-693-2837**

Local & International

Phone: **330-674-1782** • Fax: **330-674-0330**

Email: **livestockquestions@weaverleather.com**  
 7540 CR 201, PO Box 68, Mt. Hope, OH 44660-0068



# New Livestock Account Application Form Continued

**Printed Catalog** - Please attach a copy of your current catalog (PDF file is acceptable)

**Catalog Details**

Yearly catalog print quantity \_\_\_\_\_ Total catalog mailing circulation numbers \_\_\_\_\_  
 Number of pages \_\_\_\_\_ Color or black & white \_\_\_\_\_  
 How often do you update your catalog? \_\_\_\_\_

**Do you print more than one catalog per year?** (Please explain) \_\_\_\_\_

**Do you print any specialty pieces such as sale flyers or holiday promotions?** (Please explain) \_\_\_\_\_

**Do you offer any type of email programs for ongoing consumer connection?** (Please explain) \_\_\_\_\_

**Business Name** \_\_\_\_\_ **Date** \_\_\_\_\_

**Owner Name(s)** \_\_\_\_\_

**Federal Tax ID #** \_\_\_\_\_

**Number of Employees** (Including yourself) \_\_\_\_\_

**Accounts Payable Contact** \_\_\_\_\_ **Phone** (\_\_\_\_) \_\_\_\_\_ **Fax** (\_\_\_\_) \_\_\_\_\_

**Email Address** \_\_\_\_\_

**Buyer's Name** \_\_\_\_\_ **Phone** (\_\_\_\_) \_\_\_\_\_ **Fax** (\_\_\_\_) \_\_\_\_\_

**Email Address** \_\_\_\_\_

Please provide contact name and email address to send the following documents:

**Order Confirmation Name** \_\_\_\_\_ **Email Address** \_\_\_\_\_

**Shipping Notification Name** \_\_\_\_\_ **Email Address** \_\_\_\_\_

**Monthly Account Statement Name** \_\_\_\_\_ **Email Address** \_\_\_\_\_

**Invoice Name** \_\_\_\_\_ **Email Address** \_\_\_\_\_

Please provide contact name and email address to work on the following with:

**Marketing Contact Name** \_\_\_\_\_ **Email Address** \_\_\_\_\_

**Form of Business Entity:** (Please check one)

- Corporation
- Limited Liability Company (LLC)
- Sole Proprietorship
- General Partnership
- Government Agency
- Other (please explain) \_\_\_\_\_

**Mailing Address** \_\_\_\_\_

**City** \_\_\_\_\_ **State** \_\_\_\_\_ **Zip** \_\_\_\_\_

**Shipping Address** \_\_\_\_\_

**City** \_\_\_\_\_ **State** \_\_\_\_\_ **Zip** \_\_\_\_\_

**Store Phone** (\_\_\_\_) \_\_\_\_\_ **Fax** (\_\_\_\_) \_\_\_\_\_ **Email Address** \_\_\_\_\_

**Is shipping address also your home address?**  Yes  No **Cell Phone/Other** (\_\_\_\_) \_\_\_\_\_

**Website** \_\_\_\_\_ **Facebook** \_\_\_\_\_

**Twitter** \_\_\_\_\_ **Instagram** \_\_\_\_\_

**Other** \_\_\_\_\_



# New Livestock Account Application Form Continued

Have you ever purchased directly from Weaver Leather before?  Yes  No

If so, when and what type of product? \_\_\_\_\_

Under what name and address was your account listed? (If different from previous page)

Name \_\_\_\_\_ Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone (\_\_\_\_) \_\_\_\_\_ Fax (\_\_\_\_) \_\_\_\_\_ Email Address \_\_\_\_\_

Do sales representatives presently call on you?  Yes  No

Which Wholesale Trade Markets, if any, have you attended in the last 12 months?

1) \_\_\_\_\_

2) \_\_\_\_\_

3) \_\_\_\_\_

What other companies do you have wholesale accounts with?

1) \_\_\_\_\_

2) \_\_\_\_\_

3) \_\_\_\_\_

What other brand name lines do you offer?

1) \_\_\_\_\_

2) \_\_\_\_\_

3) \_\_\_\_\_

How many years have you been in business? \_\_\_\_\_

How many years have the current owners been in business? \_\_\_\_\_

How many years have you been in business at this location? \_\_\_\_\_

What are your average gross sales per year? \_\_\_\_\_

Has your business or owners declared bankruptcy or compromised any debts in the last seven years?  Yes  No

Please explain: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## SEE THE DIFFERENCE WEAVER LEATHER LIVESTOCK PROGRAMS CAN MAKE

### \$1,000 Best Price Program

We're excited about our \$1,000 Best Price Program that gives our Best Price to any Weaver Leather Livestock dealer who places an order of \$1,000 or more from this catalog. Orders must total \$1,000 after price breaks are applied. It's just our way of making it that much easier to get the best prices possible.

### Merchandising Assistance

Our sales department is here to help you carry the Weaver Leather Livestock products that best meet your needs. We'll be happy to provide you with customized planograms tailored especially for your store. From show supplies and commercial production farms to cattle, hogs, and llamas, we can help you cater to any niche market. Call our sales department for details.

### Free Shipping Program

At a time when shipping costs are rising, we are always looking for ways to save you money. That's why we offer free shipping on orders of \$1,000 or more of products in this catalog, excluding livestock equipment, liquids, aerosols, 55-gallon drums, and non-barcoded hardware.

Liquids and aerosols, however, do qualify for free shipping when part of a combined order of \$1,500 or more in eligible products from this catalog. Eligible products do not include livestock equipment, 55-gallon drums, and non-barcoded hardware.

Both offers in our Free Shipping Program are applicable only to orders shipped to destinations within the continental United States using ground service or commercial freight.

Please note: All drop-shipped orders will incur a \$10.00 fee.



## Minimum Advertised Price (MAP) Policy

Before submitting your application, please review our updated Minimum Advertised Price Policy. For more information or to ask questions regarding this application, please send an email to [livestockquestions@weaverleather.com](mailto:livestockquestions@weaverleather.com).

We strongly support our qualified dealers who advertise, sell and provide a high level of service for the complete line of Weaver Leather Livestock products by maintaining physical retail locations, in-store displays, catalogs and websites.

In order to encourage this practice and to enhance the Weaver Leather Livestock brand, we will not sell to dealers who advertise our products, either expressly or by implication, at prices less than Weaver's stated MAP price as set forth in our price list or other material provided.

### Additional Details:

- Weaver Leather Livestock reserves the right to change MAP pricing at anytime. Dealers will get advanced notification whenever such a change occurs.
- This policy applies to advertising of our products in all media including catalogs, magazines, newspapers, flyers, coupons, mailers, inserts, television, radio, public and store signage, internet and other electronic media including websites, forums, marketplaces, email newsletters, and email solicitations.
- Violations to this policy include, but are not limited to:
  - 1) Advertising any Weaver Leather Livestock product at a price lower than our MAP price.
  - 2) Offering general store-wide discounts without excluding Weaver Leather Livestock in the advertisement.
  - 3) Advertising and selling Weaver Leather Livestock products as a part of a package (with or without products from other manufacturers) at a price that is lower than the total MAP price of Weaver Leather product(s).
  - 4) Advertising additional discounts, coupons, gift cards, or incentives (i.e. special events, promotions, business terms or otherwise) that result in an immediate price reduction, cumulatively reducing the advertised price of product below our stated MAP price.
- Following are NOT considered MAP Policy violations:
  - 1) Advertising in a general way that the dealer has "the lowest prices" or will match or beat competitors' prices.
  - 2) Advertising that a customer may "call or email for price," or use similar language, specifically referring to Weaver Leather Livestock products, as long as no price is listed.
- Weaver Leather Livestock may, at times, allow dealers to advertise products at prices lower than MAP price. Weaver Leather Livestock reserves the right to modify or suspend the MAP price on affected products for a specified period of time by notifying dealers in advance to any such changes.
- When a dealer with multiple store locations violates our MAP Policy at one location, Weaver Leather Livestock considers this to be a violation by all the dealer's store locations.
- When MAP Policy violations are discovered by Weaver Leather Livestock, we will follow the process below:
  - Warning #1** Certified letter alerting you to the violation and giving you 48 hours to bring your advertising into compliance.
  - Warning #2** Certified letter indicating that we will immediately cancel any current or future orders for the affected SKUs.
  - Warning #3** Certified letter to notify you that we are suspending orders or shipments of ALL Weaver Leather Livestock products for a period of 60 days if corrective action isn't taken within 48 hours.
  - Final Letter** Certified letter with notification that the account is closed and you are no longer a Weaver Leather Livestock dealer.

### Distribution Channel and Third Party Policy for All Weaver Leather Livestock Products:

- All Weaver Leather Livestock dealers may sell products through approved physical retail locations, properties and operations including all events and trade shows.
- Dealers may sell on their branded dealer websites, excluding third party sites and marketplaces.
- Weaver Leather Livestock grants Exclusive Distribution to sell on Third Party Sites and/or marketplaces including, but not limited to the following: Amazon, eBay, and Jet.
- Weaver Leather Livestock allows all dealers to apply to become an Approved Dealer to sell on Third Party Sites while reserving the right to restrict the number of Approved Dealers on Third Party Sites.
- When a dealer with multiple store locations violates this policy at one location, Weaver Leather Livestock considers this to be a violation by all the dealer's locations, both physical and digital.
- Violators of this policy will be notified and subject to possible suspension of new orders until account is in compliance. Repeat offenses may result in agreement termination.