



AmeriPride® and Canadian Linen®



**Program Goals**

- To build the Brock White and BW Supply brands across the US locations by outfitting employees in Brock White (BW Supply) apparel.
- To build the Brock White brand across Canadian locations by outfitting employees in Brock White apparel.
- To produce online portals that will supply a promotional products solution for both sides of the border that is attractive, cost effective and user-friendly.

**Program Strategy**

We have set up an online program that will allow us to handle the BW Apparel for both the US and Canada, ship from the US and Canada respectively, allow credit card transactions that will not involve any foreign credit card fees, and provide basic apparel in a Quick Ship program; yet allow special orders for those with more discriminating tastes, and take care of small quantity promo items as well as the branding needs of the entire company.

**Policy**

The policy of the program is for full brand compliance for front line employees. All staff should be outfitted as follows:

***Current Management, Inside and Outside Sales staff***

Brock White will provide each employee with a combination of three shirts or apparel items, expensed at full reimbursement via expense report up to \$150 per year. All additional item costs will be the responsibility of the employee.

***Other Staff***

All Non-Sales staff will be able to order one apparel item, expensed at full reimbursement via expense report up to \$50 per year. Any additional items can be purchased from the company estore and will be the responsibility of the employee.

## **New Hires**

All new inside and outside sales staff will be outfitted with five apparel items, expensed at full reimbursement via expense report up to \$250. Any non-sales new hires can order one apparel item, expensed at full reimbursement via expense report up to \$50. Any additional items can be purchased from the company estore store and will be the responsibility of the employee.

## **Program Links**

USA	<a href="http://store.ameripride.com/brockwhiteus">http://store.ameripride.com/brockwhiteus</a>	US acct # 10005031
Canada	<a href="http://store.ameripride.com/brockwhiteca">http://store.ameripride.com/brockwhiteca</a>	CA acct # 530004334

## **Program Execution**

The websites will be active around Feb 15th, 2016 and purchases can be made via credit card. Additional items will be added over time based on demand, interest and new items available. We have selected a good assortment of items to get us started. These website links will be listed on front page of BW Net

## **Additional Notes**

*Local Embroidery* – We have available to most employees a local embroidery option, for those where styles, sizes do not work for them. This will also allow us to place the Brock White logo on items that a department store or other source might supply. Normally, Brock White will pay for the embroidery and the employee pays for the apparel.

*Vendor Apparel* – Occasionally, our sales team receives branded vendor apparel. Brock White employees may wear these items as long as the Brock White logo is added following company guidelines to demonstrate our partnership. The local embroiderer would be used for this purpose as well.

*Program Management* – We recommend that an individual is assigned to manage the purchases for the branch. This may be the branch manager or an administrative person who can keep track of the level of reimbursement for each person.

*Freight* – The freight for any apparel will be added onto the purchase cost of the apparel and is figured into maximum allowed figures. The maximum levels are figured using the UPS Ground freight rates. If you want your items to be shipped faster, you may be asked to pay for the freight charge considering maximum levels.

*Budgets and Coding* – Amounts available to each branch have been budgeted during the budget planning process. All staff apparel expenses must be coded on the expense report to the following codes: in the USA, code to branch#.001.62311, in Canada, code to Branch#.130.62311.

*Questions* – If there are any questions regarding the overall program, please contact Darci Smart in Surrey or Dennis Ehlert in St Paul. For questions regarding the products, initial larger quantity bookings or billings, please contact Dennis or Darci.