



IVYSTONE/CMA – CAPRI BLUE 2020 HOLIDAY EARLY BUY

QUESTIONS & ANSWERS

Question	In past years, we have had challenges getting testers, and when we did some were broken. Has this been resolved?
Answer	<i>Yes. We have switched to a new tester packaging to reduce damages.</i>
Question	Testers truly help us sell the product. What is the tester policy? If I want to purchase more testers – can I?
Answer	<i>Testers are available in select items at 40% off wholesale pricing. If product ordered is not available in a tester, customer may choose from available options following the ordering case pack quantity policy. You can purchase 1 tester for every 1-2 case packs to start. Then the ratio is 1 tester per every 2 case packs purchased.</i>
Question	What is the burn time for the 3oz Mini Tins?
Answer	<i>The 3oz Mini Tin has a burn time up to 30 hours.</i>
Question	Is the new Tinsel & Spice fragrance considered ‘Fall’ or ‘Holiday’? How is does this fragrance compare to Bronzed Berry?
Answer	<i>Tinsel & Spice truly embodies the spirit of the holidays. It is the perfect fragrance to transition from fall to holiday. The spicy notes in the fragrance make it relevant for fall and the pine notes carry it into the holidays. It was custom developed and has a little bit of something for everyone! “Bronzed Berry” is the name of the vessel color that Tinsel & Spice (the fragrance) comes in.</i>
Question	What is the advantage of buying the pre-pack versus buying all the items individually?
Answer	<i>The pre-packs are designed for first-time buyers and those who want a little bit of everything. It also takes the guess work out of ordering! Added perk – pre-packs include FREE testers in select items!</i>
Question	If my store is in a ‘hot zone,’ what shipping methods or precautions does Capri Blue take to ensure my delivery arrives un-melted?



Answer	<i>During the warmer months we prioritize shipping based off ship times to eliminate products sitting in a warehouse or on a truck over the weekend. For more information, please visit https://www.capri-blue.com/shipping/.</i>
Question	Does Capri Blue make some unique or different fragrances exclusively for national retailers?
Answer	<i>Yes, we have strong partnerships with national retailers where we develop customized Capri Blue products. This includes custom fragrances and designs; however, we offer a whole catalog of products available for purchase with something to offer for everyone!</i>
Question	Where are Capri Blue products resourced and manufactured?
Answer	<i>Capri Blue products are manufactured in the United States with domestic and globally sourced materials.</i>
Question	Will my rep have samples for me to experience personally?
Answer	<p><i>All Capri Blue reps get a sales kit with key samples to demonstrate the seasonal collection. Their kit is limited but will include our new fragrance Tinsel & Spice, Glam Mini Tin and Glam Reed Diffuser. Traditionally we also show all fragrances and formats at the major summer trades shows in Dallas, Atlanta and Las Vegas.</i></p> <p><i>Additional sampling is available in Tinsel & Spice for customers. Please reach out to the Customer Experience Team for more information.</i></p>
Question	What guidance can you give us on how to best size and structure our Holiday Early Buy-In Order?
Answer	<p><i>For sizing, we recommend using your previous year's order quantities as a guide. If your store ran out of product before the holiday or you intend to grow your business, then we recommend you increase your order by 15-20%.</i></p> <p><i>For structure, we recommend considering 2-3 ship dates within the Early Buy-In program. The first ship date may be a complete order of ALL collections and items included in the EBI program for your display – make this order large enough to maximize your promo value. The second and third ship dates should be used to 'back-up' your top sellers. These additional orders may get the freight promotion if they meet the minimum for each order.</i></p>

Question	Will there be an opportunity to reorder Holiday?
Answer	<p><i>Generally, the answer is 'Yes' and 'No.' Our experience is that every year, stores can reorder some Capri Blue Holiday. However, every year items sell out – usually the top items.</i></p> <p><i>Our strong recommendation is to order early in the program to ensure you get everything you want and capture your best shipping windows.</i></p>
Question	Can I make changes to my EBI Holiday order?
Answer	<p><i>Yes. Additions to your order can only be made during the EBI program period. Order cancellations or deletion of products must be made no later than 5 days prior to shipping week.</i></p>
Question	Is there a certain date as to when retailers can start merchandising these new Holiday products?
Answer	<p><i>No, you can start merchandising and selling your products as soon as you receive your order.</i></p>
Question	Does Capri Blue encourage social media posting? When can I start posting Capri Blue Holiday?
Answer	<p><i>Absolutely! Don't forget to tag us @capribluecandles. We recommend posting Capri Blue Holiday when it's relevant and your products are available for purchase.</i></p>