



IVYSTONE – THYMES 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 worked to resolve this issue. We have moved to having testers packed off into a single package to ensure no more breakage</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>We understand how important testers are to retailers and their customers, and that is why reworked our tester program. We created a great tester tier-ed program for EBI this year and yes you can always purchase more testers. Although, we have reduced the number of products that are available as testers. but feel that the offering of testers will completement the retail store’s needs.</i>
Question	Are the copper containers food save once the candle is empty and it is cleaned?
Answer	<i>Yes, our copper Simmered Cider containers are food safe!</i>
Question	Does THYMES use Parabens as an ingredient in its products?
Answer	<i>No, we do not add Parabens to any of our THYMES products. We are also cruelty-free.</i>
Question	What is the difference between refresher oil and diffuser oil?
Answer	<i>Refresher oil is meant to be added to any type of potpourri and can also be used on lamp rings to infuse the surroundings. Diffuser oils are meant to be placed in an electronic diffuser. We also have diffuser refills for our reed diffusers.</i>
Question	Can you give some more details on the ‘Liquid-less Sticks’? Are they biodegradable? Can they be refreshed? What are some creative uses for them
Answer	<i>These patented sticks are the latest in fragrance innovation. They are made of FSC certified paper that is wound to a specific diameter and</i>



	<i>infused with fragrance oil. They use HP Technology to help pace diffusion. HP Technology is made of natural materials - silica and starch. Once used the Liquid Free Diffuser Sticks are recyclable. They cannot be refreshed, but are spill free, and maintenance free.</i>
Question	Love the wood lids. Last year there were some challenges. Has this been corrected for 2020?
Answer	<i>Yes, the lids are new and improved!</i>
Question	Can I make changes to my EBI order?
Answer	<i>Yes. Additions to your order can only be made during the EBI program. Order cancellations or deletion of products must be made no later than 5 days prior to shipping week.</i>
Question	Does the counter spray disinfectant?
Answer	<i>No, it is not a disinfectant. Although, it is an effective cleaning product and includes biodegradable cleansing agents. http://www.thymes.com/clean</i>
Question	Does Thymes encourage social media posting? When can I start posting THYMES Holiday?
	<i>Yes of course! We are happy to partner with our retailers. Please see our resources page for support images and be sure to follow us and we can follow you back on social media. We also know how important the holiday selling season is to you, so please feel free to post holiday as soon as you are ready to sell THYMES products.</i>
Question	Is there a recommended mark-up for THYMES? Or an MSRP?
Answer	<i>Yes, all of our products have a MSRP.</i>
Question	What is THYMES online selling policy?
Answer	http://www.thymes.com/policies
Question	Where are THYMES products resourced and manufactured?
Answer	<i>THYMES products are filled in the USA with domestic and globally sources materials.</i>
Question	Will my rep have samples for me to experience personally?
Answer	<i>All THYMES reps do get a sales kit with key samples to demonstrate this seasonal collection. Their kit is limited but will include a sampling of EBI</i>



	<p><i>products and fragrances. We have also made our catalogs and professional product images available on our resources page. We also show all fragrances and formats at the major summer trades shows in Atlanta and Las Vegas.</i></p> <p><i>That said, the unusual nature of business this year, may preclude the opportunity for personal sampling of these new fragrances. We plan to incorporate other fragrance sampling tools in the future, but for this season, we ask you to have confidence in our product development team.</i></p>
Question	What guidance can you give us on how to best size and structure our THYMES Holiday Early Buy Order?
Answer	<p><i>For sizing, we recommend using your previous year’s order quantities as a guide. Assuming your store either ran out of product before the holiday, or you intend to grow your business, then consider increasing your order by 15-20%.</i></p> <p><i>For structure, we recommend considering 2-3 ship dates within the Early Buy program. The first ship date may be a complete order of ALL collections and items 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?
Answer	<p><i>Generally, the answer is ‘Yes’ and ‘No.’ Our experience is that every year, stores can reorder some THYMES 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>