

# Distributor Manual

DM8.2

More than a manufacturer... a partner.

 **START**<sup>TM</sup>  
International



# > Increased Profitability

Adding value to your product line and bottom line.

# > Superior Service

The entire START team is here for you every step of the way.

# > Proven Quality

From innovative design to superior support, quality is our focus.



## Welcome

In over 25 years of business, we have been dedicated to strengthening our foundation through successful distributor partnerships. We do this by treating our distributors as partners. Our objective is to add value to the sales process: pre-sale, post-sale and throughout the customer lifecycle.

This manual describes the essential marketing/sales tools, policies and procedures which were designed to make doing business with START International easy and profitable for your company.

We are committed to providing you with a solid foundation of communication, cooperation and innovation; as well as developing products and programs to help you and your customers realize the benefits and values of promoting and using our products.

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### Role of the Distributor

We view distributors as partners in going to market with our product line. A distributor has constant interaction with the end user on a daily, weekly and at least monthly basis. We think of our distributors as the face of our products and services. In order to truly serve their customers, the distributor should be constantly introducing new products and ideas to improve their customer's manufacturing processes. Together we can serve and provide the correct products for your customers by assisting them and improving their production.



### Selecting a Distributor

The process of selecting distributors is something we take seriously. We study our prospective distributors business. What industries do they cover? What markets do they service? How do they go to market with the products they represent? How effective are they going to market? Do they have a website? Do they have a catalog or brochure? Do they stock products? What steps are they going to take to market our products effectively to generate sales? What it boils down to is; we are looking for genuine distributor partnerships where both parties are dedicated to becoming successful with the product line.



# What START can do for you!

## Sales and Marketing Tools

We are dedicated to supporting you in the marketing and sales of the START International product line. We encourage you to take full advantage of the proven tools and resources that are available to you as a distributor. While we are constantly developing new tools and resources, if you ever have an idea or need for a something we don't currently offer just ask us and we will work with you on creating a custom solution!



### Take advantage of all these TOOLS & RESOURCES!

- Print-ready product photos
- Print-ready product descriptions *(in various languages)*
- Free product literature *(in various languages)*
- Private-labeled catalogs *(we design, you print)*
- Private-labeled brochures *(we design, you print)*
- Latest industry news and new product announcements
- Customized competitive guides and sales training materials



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- Web-ready product descriptions *(in various languages)*
  - Web-ready product photos
  - Web-ready product videos



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- Pre-sale assistance
  - Qualified sales leads *(We exhibit at about 20 tradeshows a year!)*
  - Special discounts available when you show our products at trade shows
  - Trade show and seminar assistance available when you exhibit or host
  - Demonstration equipment discounts available on certain machines
  - Dedicated sales and customer service team
  - Joint sales promotions tailored for your marketplace and customer base



## What START can do for you! *(continued)*

### Technical Service

To ensure your distributor partnership experience with START International is seamless, we are committed to offering you the technical advice, service and support needed to be successful during your pre-sale and post-sale processes.

#### Each of the following is available to all our valued Distributors:

##### ADVICE (Pre-Sale)

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- Free material testing
- Free product recommendations
- Free video demonstrations  
*(evaluations available via email)*
- Custom products available
- Live or web-based technical service

##### SUPPORT (Post-Sale)

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- Machine technical guides *(for the distributor or end user that wish to maintain machines themselves)*
- Preventative maintenance guides
- Extremely large inventory of spare parts kept in stock
- Recommended spare parts lists for common wear parts *(e.g. cutting blades)*
- Repairs
- Modifications
- Live or web-based technical service

**As you know, all tapes and labels are not the same.** There are different materials, thicknesses and adhesives that all perform differently for their intended final use; therefore, all material cannot be expected to perform the same on all of START International's products. We strongly recommend that if you are selling to a production type of environment, the material should be tested for proper functionality and compatibility to the end user's application and environment.

**START International will test any material** sent to our office for proper function, and warrant the machine for the specific use intended. In order to provide proper advice, the following must be provided: sample roll of material (tape, labels, die-cut parts) intended cut length; and production rate (e.g. 400 parts per hour/12 hours per day.) Therefore, please take advantage of our technical service department and use our [Material Evaluation Form](#) located in the catalog, online or we can custom design a material evaluation form for you.

**After the material has been tested we can offer a one or two week evaluation** so your customer can evaluate the machine's function, if you do not already have the recommended machine in stock. We will ship the machine to you, the distributor, not to your customer. We will fax a purchase order addendum that must be signed prior to processing your purchase order. Should the product need to be returned, please follow the "For Credit - Return Steps" on page 7. The one or two-week time period begins from the day the product is shipped from START International.



## Terms of Business

### Images & Branding

Distributors are encouraged to use the provided product photos and videos both online and in print. However, these images must not be manipulated in any way without the approval of START International. Online and print product descriptions must include "TheTapeDispenser brand by START International" and/or "TheLabelDispenser brand by START International".

### Pricing

Distributor pricing will be those prevailing at the time of the order. START International reviews and updates pricing every six months (January & June), yet reserves the right to update prices at any time. START International will not provide a rebate or refund for inventory on hand in the event prices decline. Purchase orders requesting future delivery beyond 60 days from the date of initial order will be invoiced at prices prevailing at the time of shipment. Although START International does its best to inform its distributors of price changes, it is the distributor's responsibility to receive accurate pricing when placing orders.

### Order Requirement

START International has a minimum order requirement of \$100 for product purchase orders and \$50 for parts purchase orders (*orders less will incur a \$15 handling fee*). Product orders less than \$50 and parts orders less than \$25 will not be accepted.

### Order Placement

START International accepts orders via fax (972.248.1991) or email (please call to find your representative's email). No verbal orders accepted.

### Order Processing

Purchase orders received by 12pm Central Standard Time (CST) will usually ship the same day. Purchase orders received after 12pm CST will likely ship the following

business day. START International does its best to keep all products in stock at all times. Occasionally there may be a small lead time on certain products.

### Backordered Items

Any item(s) placed on backorder, will ship as soon as they are available. Quantity break pricing will prevail on all back ordered items, unless backordered items are cancelled. If cancelled a separate invoice will be issued for the difference in pricing.

### Handling Fees

Please add a \$15 handling fee to product purchase orders less than \$100, and a \$15 handling fee for parts purchase orders less than \$50. If customs paperwork is required for any purchase order there will be a \$100 additional charge which must be added to the purchase order.

### Cancellation

Purchase orders cannot be cancelled once the order has been processed and shipped. Purchase orders requiring a future ship date beyond four days must be cancelled within three business days prior to scheduled ship date. Orders for "non-stock" and special order items are non-cancelable and non-returnable (this must be noted on the purchase order).

### Drop Shipments

Drop shipments can be made at no additional charge to United States locations only. Minimum order requirements apply. Drop shipments for USA distributors shipping to international locations are not allowed.

### Payment Terms

We accept MasterCard, Visa, American Express or Open Account (Net 30 days from date of invoice upon approval by the START International credit department) as payment. A 1% finance charge per month may be added to invoices for late payments on net 30 day accounts. Credit card payment will not be accepted for net 30 day accounts. For credit card payments, credit cards will be charged at the time of shipment.



## Terms of Business *(continued)*

### Freight / Shipping

START International shipments are Free On Board (FOB) shipping point and are shipped UPS Ground unless instructed otherwise. Shipping charges are applied at the time of invoicing. Motor freight shipments are FOB shipping point, freight collect only. Title passes from START International to the distributor when merchandise is placed in the carrier's truck.

### Short Shipments / Damaged Freight

All deliveries must be counted at the time of receipt. All short or damaged shipments must be reported to START International within three business days of the receipt of the shipment. If a carrier delivers a short lot or damaged merchandise from START International, all claims must be made against the carrier (except UPS and FedEx prepay and add shipments) and noted on receiving ticket.

### Returns – For Credit

START International must approve all returns and issue a Return Materials Authorization (R.M.A.) number prior to return shipment. All returns are subject to a 15% restocking fee. Shipments received without an R.M.A. number may be refused or subject to a 25% handling fee. Returned merchandise must be in resalable / new condition and in original packaging and must be shipped prepaid to START International. Returns will not be accepted beyond 45 days of original shipping date.

### For Credit - Return Steps:

1. Contact START International to report the reason for the return.
2. Supply invoice number and serial number *(if applicable)*
3. An R.M.A. number will be issued if return is approved.
4. To expedite the return process, the R.M.A. form must be filled out completely by the customer detailing the reason for the return and faxed to START International.
5. Ship the R.M.A. form and merchandise prepaid and insured to: R.M.A. \_\_ \_\_ \_\_, START International, 4270 Airborn Drive, Addison, TX 75001, USA.
6. START International will inspect the condition of the returned merchandise and issue credit accordingly. Credit will not be issued on damaged or used merchandise.

### Merchandise Shipped in Error

Upon authorization from START International, merchandise shipped in error may be returned to START International for credit. Please follow the "For Credit - Return Steps" and ship products via UPS Ground freight collect. Distributor has the option of taking 10% to keep the items shipped in error.

### Stock Adjustment – Premier Distributors Only

Distributors will be permitted one stock adjustment per year upon approval of START International. Distributor must order products of equal or greater dollar value to merchandise being returned (Offsetting Order). Only new merchandise in its original packaging will be accepted for return. Freight charges for returned products are at the distributor's expense. Merchandise returned without an R.M.A. number may be refused or may be subject to a 15% handling fee. Merchandise purchased over 15 months, discontinued merchandise, merchandise used for demonstration and/or special order merchandise is non-returnable. Please follow the "For Credit - Return Steps".



## Warranty and Repairs

### Warranty Period

START International warrants all machines against defects in design, materials and workmanship. Warranty is as follows:

- 360 days on parts and 180 days on labor for: LD5000 Series; LD7000 Series; LDM080; LR4500; SL Series; TDA080 Series; TDH201; TDH205; TDLR Series; TDM080; TDWW501B.
- 180 days on parts and 90 days on labor for: LD2000; TBC50 Series; TDA025; ZCUT3 Series; ZCM Series (*exceptions below*).
- 60 days on parts and 30 days on labor for: LA70; ZCM0300.
- 30 days on parts and labor for: LAP65 Series; ZCM0800 Series; ZCM0900 Series.

Parts excluded from the above warranty are cutting blades, silicone rollers, cutter liners or any part considered a wear part.

Our sole obligation under warranty service is limited to repair, replacement, or credit of the purchase price, at our option, for products which do not perform properly the function for which it was designed.

Warranty repair is contingent upon our examination and determination that alleged defects have not been caused by misuse, abuse, improper installation or application, alteration, accident or neglect in use, storage, transportation, or handling.

The above warranty and remedy constitutes START International's sole liability hereunder and are in lieu and exclusive of all other warranties and remedies expressed, implied or statutory, including, but not limited to, those of merchantability and fitness for a particular purpose.

The above is a summary of our warranty policy.

For further warranty details please go to

[www.startinternational.com/warrantypolicy.html](http://www.startinternational.com/warrantypolicy.html)

### For Repair and Warranty Repair – Return Steps (Customer)

1. Contact START International to determine the nature of the problem.
2. Supply invoice number and serial number.
3. An R.M.A. (*Return Materials Authorization*) will be issued.
4. To help diagnose the problem, the customer must completely fill out the R.M.A. form detailing the nature of the problem. If the appropriate information is not filled out, there will be an additional \$25 per machine to diagnose the problem.
5. Ship the merchandise prepaid and insured to: R.M.A. \_\_ \_\_ \_\_, START International, 4270 Airborn Drive, Addison, TX 75001, USA along with A purchase order for \$25 per machine.
6. After evaluating the merchandise, START International will notify the customer of repair charges, if any.
7. Upon completion of the evaluation, START International will send the customer a detailed quotation. The \$25 evaluation fee will be deducted from the total amount of the repair work.
8. All merchandise must have a serial number attached to it or the repair will be subject to additional charges to investigate age of machine.

### For Repair and Warranty Repair Process (START International)

1. Receive shipment and inspect condition of packaging and contents.
2. Evaluate product for functionality.
3. Issue quote for repair charges to person that was issued the R.M.A. (*If START International does not receive a response within 15 days, the quote will be resent. If P.O. is not issued to START International within 45 days of original quote START has the option to ship product(s) back to customer at customer's expense.*)
4. When P.O. is received via fax or email START will begin repair (*verbal P.O. can be accepted only with credit card*).
5. When repair is complete, product(s) will be shipped back to customer.



## New Distributors – Premier

New premier distributors are subject to approval by START International. Premier distributors are required to promote the product line at minimum through catalog, web site and brochures. Contact START International for initial stocking requirements and discounts.

## New Distributors – Silver

New Silver distributors are subject to approval by START International. New Silver distributors are required to promote the product line at minimum through catalog, web site and brochures. All photo images can be provided by START free of charge. No Initial stocking order requirements.

To upgrade status to Premier distributor, see “New Distributors – Premier” section.

\*contact START International for distributor discounts.

## Purchase of Demonstration Equipment

Distributors will be able to purchase, for demonstration, one machine per year per location. Contact START International for demonstration equipment discounts. These units are not returnable for credit.

Products available:

Tape Dispensers: TDA025; TDA080; ZCM0300; ZCM0800; ZCM0900; ZCM1000; ZCM1100.

Label Dispensers: LD2000; LD5000; LD5100; LD5500; LD7000; LD7500

## Use of Demonstration/Evaluation Equipment – Premier Distributors Only

Equipment can be sent out for testing and evaluation by distributors and/or their customers, after START International has tested samples. An Evaluation P.O. Addendum must be signed and faxed to START International. All evaluation equipment must be shipped to the distributor. No drop shipments available. Products not available are; SL Series, ZCM0300, ZCM0800, ZCM0900, LAP65 Series and TDM080.

## Performance Measurements

The distributor is encouraged and expected to maintain an acceptable level of performance. At the end of each calendar year the distributorship will be reviewed for its performance. Distributors unable to maintain a satisfactory level of performance will be subject to probation or termination by START International.

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## Summary

As you can see from our distributor manual, we have set in place a program that sets the pace to make our distributors successful with our product line and fair business processes to make both our companies profitable. We hope you take full advantage of all that our distributor program has to offer to make your with our company a successful one.

We look forward to a mutually profitable and long-lasting  
Distributor Partnership with your company!

START International reserves the right to revise this manual and its policies and procedures at any time.