



The L'Avian Plus™

FREQUENT BUYER PROGRAM

A customer loyalty program that rewards consumers for repeat purchases. For every 10 units purchased of a single product, the consumer receives 1 free unit. All product must be the same size. This offer can be used for bulk packaged goods, and it applies to all L'Avian Plus™ caged bird and small animal products.

Index Cards

Retailers receive a free supply of L'Avian Plus™ Frequent Buyer Club cards for their customers. Retailers then complete these cards as customers purchase L'Avian Plus™ products. Customers are entitled to one (1) free offer the purchase of ten (10) of the same product. The retailer then turns the completed card in to its L'Avian Plus™ supplier and receives replacement merchandise or credit. This program applies to all L'Avian Plus™ purchases – any product, any size!

As consumers purchase products, store employees complete the information on the card (including date and time of purchase). Please use one card for each SKU purchased. When the card is complete (10 purchases made), retailers simply give the customer the free merchandise and indicate so on the card itself (in the space provided).

Finally, retailers turn the completed card in to their L'Avian Plus™ distributor, who will replace the free product at no cost to the retailer. Additional cards are available at any time, so customers can always be earning (and buying) more great L'Avian Plus™ products!

Envelope

With this method, retailers simply offer a L'Avian Plus™ Frequent Buyer program envelope to their customers. As in the method above, customers are entitled to one (1) free product after the purchase of ten (10) of the same product. After the customer has collected 10 L'Avian Plus™ UPC codes, they simply seal them into the envelope and mail it directly to D & D Commodities. In turn, we will mail them a voucher to use in your store. This program applies to all L'Avian Plus™ purchases – any product, any size!

Frequently Asked Questions

What does it cost to register?

Nothing. Registration is FREE, and complete store kits and signs will be sent to you at no charge with complete instructions.

I would prefer to use my own cards or keep track of purchases on the store computer. Is this acceptable?

Absolutely. As long as the free product can be documented and the information supplied is the same as on the cards provided by D & D, the retailer will be reimbursed.

In the Frequent Buyer Program, is there only one product allowed per card?

Yes. Consumers may have to carry more than one card... many do. If more than one product or size is recorded on the same card, the retailer will be reimbursed for the least expensive item.

How does the retailer receive reimbursement for free product allowed?

Upon presentation of correct documentation, the retailer will receive free replacement product or will be issued credit for the full retailer cost of the free product allowed.

There is no cost to the retailer. How does the retailer participate?

It's very easy. Simply complete the information below and fax or mail the form to the address below. The retailer will then receive a kit with all the necessary information, instructions and store signs.



**L'Avian Plus™
Products:**

- Are Free Of Added Sugars
- Are Free Of Added Chemical Preservatives
- Virtually Dust Free
- Nutritionally Fortified With Added Supplement
- Contain Added Enzymes And Probiotics
- Contain Chelated Minerals

What L'Avian Plus™ products are included?

All L'Avian Plus™ products, either packaged or bulk.

What about breeders?

While breeders may participate in this program, a special Professional Breeders Club is also available. This program allows breeders to receive 2 FREE

bags of like product for every 10 bags purchased. Only the larger bags of L'Avian Plus™ products are included in this program. Breeders must sign up and register using a separate form. These forms will be included in the store kit sent to the retailer.

(Please print clearly or type one application for each retail location.)

Retail Store Name: _____

Street Address: _____

City, State, Zip: _____

Telephone: _____ Fax: _____

Owner/Manager Name: _____

Email: _____

By signing below I state that I have read and understand the L'Avian Plus™ program and agree to terms stated. Please send complete materials at no charge. I confirm that this retail location is a full-line L'Avian Plus™ products retailer.

Signature _____ Date ___/___/___

Frequent Buyer Program:

Please Send Me Index Cards Envelopes

Fax To: L'Avian Plus™ Frequent Buyer Program, 1-800-897-1331
Mail To: L'Avian Plus™ Frequent Buyer Program, PO Box 359, Stephen, MN 56757

TERMS AND CONDITIONS

FREQUENT BUYER PROGRAM: Rewards consumer for multiple purchases of the same product and size. Buy 10, get one free. Packaged or bulk. One (1) product per card/redemption. REIMBURSEMENT: Upon presentation of customer cards or other acceptable documentation, the participating retailer will be reimbursed at the retailer's actual cost of the free product or the product will be replaced at no charge to the retailer.

This program is subject to change and/or cancellation without notice and is available only to retailers that carry a representative full line of L'Avian Plus™ caged bird and small animal products.

In addition, please check the following point-of-sale materials that you have or need:	Have	Need
Banner – 5' x 3' (P205000)	<input type="checkbox"/>	<input type="checkbox"/>
L'Avian Plus™ Store Sign – 23" x 17.25" (P203200)	<input type="checkbox"/>	<input type="checkbox"/>
L'Avian Plus™ Store Poster – 11" x 17" (P205200)	<input type="checkbox"/>	<input type="checkbox"/>
L'Avian Plus™ Counter Sign – 8.5" x 11" (P204050)	<input type="checkbox"/>	<input type="checkbox"/>
Frequent Buyer Counter Sign – 8.5" x 11" (932000)	<input type="checkbox"/>	<input type="checkbox"/>
First Food Free Counter Sign – 8.5" x 11" (932100)	<input type="checkbox"/>	<input type="checkbox"/>
Breeder Program Counter Sign – 8.5" x 11" (932200)	<input type="checkbox"/>	<input type="checkbox"/>
LP Shelf Talker Full Set (932600)	<input type="checkbox"/>	<input type="checkbox"/>
L'Avian Plus™ Window Decal – 6" x 4.5" (PLP0105)	<input type="checkbox"/>	<input type="checkbox"/>
Consumer Product Guides (PLPMC0200)	<input type="checkbox"/>	<input type="checkbox"/>