



CUSTOMIZED FRAMING PROGRAM

May not be combined with other programs, promotions or discounts (except Four-Foot Packaged Goods Only Planogram Program). Please see Step 2 for further details. No substitutions. One (1) per retail store location. NEW and EXISTING RETAILERS.

Step 1 -

Retailer Name: _____

Street Address: _____

City, State, ZIP: _____

Contact: _____

Phone: _____

Fax: _____

Email: _____

Distributor: _____

Distributor Salesperson: _____

D & D Salesperson: _____

Step 2 - Point Of Sale - FREE:

Yes, this retailer will install all required and available POS materials. Please have D & D Customer Service send the Wild Delight® Blade Signs (2) (PWD2300) to the contact name and address above.

Please check one type of hardware (will receive 2 per each blade sign):

- Shelf Sign Holder (perforated shelving) P020000
- Gondola Sign Holder (end-caps) P030000
- Warehouse Sign Holder (teardrop holes) P060000
- Warehouse Sign Holder (square holes) P065000
- Removable Tape (pallet racks) P070000

Yes, this retailer will install all required and available POS materials. Please have D & D Customer Service send the Wild Delight® Customized Header Sign (1) (PWD2200) to the contact name and address above. Retailer agrees to provide D & D electronic file of high-resolution/vector logo to be used on Customized Header Sign. Retailer agrees to approve vendor proof before printing and shipping of Customized Header Sign.

Please check one type of hardware (will receive 2 per each header sign):

- Plastic Base Sign Holder (comes with channel) P114000/ P116000
- Magnetic Base Sign Holder (comes with channel) P115000/P116000
- Removable Tape (pallet racks) P070000

Step 3 - Point Of Sale - FREE:

Yes, this retailer will install all required and available POS materials. Please have D & D Customer Service send the Wild Delight® Point-Of-Sale Starter Kit (PWDKT6000) to the contact name and address above.

POS Kit

- 3-Tier Literature Holder (includes connectors)
- Kids Activity Books
- Frequent Buyer Club Envelopes and Cards
- Consumer Guides
- Shelf Talkers
- Laminated Feeding Chart

Existing customers may participate, but must have in product line minimum of (9) Advanced Formula items. If less than, must choose in Step 4 additional items. Existing customers may participate in Customized Framing Program ONLY (not to be combined with Four-Foot Packaged Goods Only Planogram Program - unless previously participating in such program). New customers may participate in both programs, but must sign up for Planogram Program as a New Customer.

Step 4 - Order Product:

Order from products listed below. No substitutions allowed. Order must be for a minimum of (9) Advanced Formula items. Case lots only.

ITEM#	ITEM	ITEM SIZE	CASES ORDERED
364050	Woodpecker, Nuthatch N' Chickadee®	6/5 lb.	_____
364200	Woodpecker, Nuthatch N' Chickadee®	1/20 lb.	_____
368080	Gourmet Outdoor Pet Food	4/8 lb.	_____
376070	Cardinal Food	4/7 lb.	_____
376150	Cardinal Food	1/15 lb.	_____
377080	Songbird Food	4/8 lb.	_____
377200	Songbird Food	1/20 lb.	_____
365050	Fruit N' Berry™	6/5 lb.	_____
365200	Fruit N' Berry™	1/20 lb.	_____
360050	Zero-Waste® Fruit Blend	6/5 lb.	_____
360200	Zero-Waste® Fruit Blend	1/20 lb.	_____
366050	Nut N' Berry®	6/5 lb.	_____
366200	Nut N' Berry®	1/20 lb.	_____
374050	Deck, Porch N' Patio®	6/5 lb.	_____
374200	Deck, Porch N' Patio®	1/20 lb.	_____
373050	Golden® Finch Food	6/5 lb.	_____
381050	Special Finch® Food	6/5 lb.	_____
381200	Special Finch® Food	1/20 lb.	_____
362080	Crunch N' Nut® Squirrel Food	4/8 lb.	_____
376042	Less Mess® Cardinal (Jar)	6/4.25 lb.	_____
374045	Deck, Porch N' Patio® (Jar)	6/4.5 lb.	_____
364040	Woodpecker, Nuthatch N' Chickadee® (Jar)	6/4 lb.	_____
366040	Nut N' Berry® (Jar)	6/4 lb.	_____
381040	Special Finch® (Jar)	6/4 lb.	_____
383040	Finch Sock w/Nyjer® Seed (small)	12/13 oz.	_____
382520	Finch Sock w/Nyjer® Seed (large)	8/25 oz.	_____
388490	Woodpecker, Nuthatch N' Chickadee® Block	10/13 oz.	_____
388330	Fruit N' Berry™ Block	10/10 oz.	_____
388350	Nut N' Berry® Block	10/13 oz.	_____
388380	Deck, Porch N' Patio® Block	10/14 oz.	_____

TOTAL CASES ORDERED

Approved by Distributor Sales Manager

_____ Date

Distributor Order/Invoice Number _____

Step 5 - Signature Required:

By signature below, retailer named agrees to place Wild Delight® products ordered in a prominent high-traffic store location and maintain this retail product display for a period of one year. Shelf inventory must be maintained at all times. Point-of-sale materials ordered in Step 3 must be installed immediately upon receipt. Delivery of product subject to verification. Failure to provide copy of invoice upon request showing delivery of required products voids the program, and distributor will be billed for the total cost of fixtures and free products.

_____ Signature

_____ Date