



Phone: 1-800-790-1280 Fax: 1-800-771-7633

Email: info@aline.ca Website: www.aline.ca

To: All Members of the Sales Team
Re: Dress Code
Date: April 23, 2013

I want to remind everyone of A-Line's policy as it relates to our dress attire for the Sales team.

The following dress code should be in effect with the following criteria:

Servicing Stores- When servicing stores we should always present a business like manner to our clients and their customers. Account Managers and Merchandisers should be dressed in casual pants and a shirt with a collar. These should be clean and free from slogans, tears, rips, and stains.

Trade Shows- Anyone attending a trade show should do so with the understanding that this is one of our most highly visual surroundings for A-Line and we have to present ourselves in the most business like manner. This should be done with dress pants and dress shirt with a collar.

Setups and Revisions- Due to the rugged nature of this job, jeans and a polo type shirt are adequate for this task. Any jeans should be clean, free from rips, tears and holes.

It is important for everyone to realize who we are always being compared to: Hallmark and Carlton (American Greetings). These two competitors are corporate entities and we all know that almost every representative of their company is always dressed in dress pants and dress shirts. It is important for every representative of A-Line to portray a professional, business like manner in our actions, our looks, and the first and last perception we give every Client.

Perception is Usually Bigger than Reality!

Thanks