



A-line Atlantic Inc.

Corner Brook, NL

Brantford, ON

Blainville, QC

Port Huron, MI

Tel: (800) 790-1280

Fax: (800) 771-7633

web: [www.alinegreetings.com](http://www.alinegreetings.com)

# **Red Apple Training & Merchandising Manual**



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A-Line Greeting Cards is Canada's largest distributor of value priced greeting cards. With over twenty five years of experience in the greeting card industry we have designed a unique system of plan-o-grams and displays. A-Line Greeting Cards operates nationally in all Canadian provinces and offers the retailer the largest variety of greeting card designs, in \$1, \$2 and \$3 lines.

We offer custom display units that can be expanded from a single unit to one suitable to meet the need of even the largest store. A-Line Greeting Cards is the only value priced card supplier in the industry to offer a full line of continuous displays that can be configured together to accommodate any store lay out.


Our commitment is to ensure that all customers receive quality product and the excellent service that they want and deserve. Offering superior products and an extensive sales and merchandising team makes this possible. Our goal is to provide our customers with value priced programs that will produce the highest sales and highest profits.

We strive to develop long term relationships with our customers by ensuring that all aspects of your greeting card and ancillary programs are managed to your full satisfaction.



## NEW HIRE INFORMATION FORM

- All new hires are required to submit one of the forms below. The form on the left is for Full Time personnel and the form on the right is used for Part Time personnel
- The form has to be submitted to the office along with a **void cheque** or a **direct deposit slip** from your bank, copies of 2 ID's, one of which needs to be a photo ID. Please note that if the void check or direct deposit info is covering any information on the new hire form when submitted, we will not be able to accept it.
- Please note you cannot be set up for payroll until the appropriate forms have been submitted.**



Phone: 1-800-790-1280 Fax: 1-709-634-1976

### PERSONAL INFORMATION

Name: \_\_\_\_\_ Telephone # \_\_\_\_\_  
Address: \_\_\_\_\_ Cell Phone # \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
E-Mail \_\_\_\_\_  
Social Insurance # \_\_\_\_\_  
Date of Birth: \_\_\_\_\_ Fax # \_\_\_\_\_  
Date Hired: \_\_\_\_\_ Service Area: \_\_\_\_\_  
Contract Rate/Salary \_\_\_\_\_ Vehicle/Expense Allowance \_\_\_\_\_


Bank Information –A Void Cheque or Direct Deposit Slip from your bank will also need to be attached along with copies of 2 ID's one of which should be photo ID.

Bank # ( 3 digits) \_\_\_\_\_ Bank Name: \_\_\_\_\_  
Transit # ( 5 Digits) \_\_\_\_\_ Bank Address: \_\_\_\_\_  
Account # \_\_\_\_\_

I confirm that I will never discuss or divulge any information which may become available to me regarding A-Line Atlantic Inc.'s business dealings with customers and I also agree that I will not provide service to any competing greeting card supplier or their customers while also servicing accounts on behalf of A-Line Atlantic Inc.

A Certificate of Good Conduct will be provided to A-Line within 30 days of hiring. A-line will reimburse the cost of obtaining the Certificate.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_



A-Line Atlantic Inc.  
Tel: 1-800-790-1280 1-709-634-1976  
Website: [www.alinegreeting.com](http://www.alinegreeting.com)

### PERSONAL INFORMATION

Name: \_\_\_\_\_  
First Name Last Name Middle Initials

Address: \_\_\_\_\_  
Street Address Apartment/Unit #  
\_\_\_\_\_  
City Province Postal Code

Home Phone: \_\_\_\_\_ Cell Phone: \_\_\_\_\_  
E-Mail: \_\_\_\_\_ Fax: \_\_\_\_\_  
Social Insurance # : \_\_\_\_\_ Date of Birth: \_\_\_\_\_  
Date Hired: \_\_\_\_\_ Vehicle/Expense Allowance: \_\_\_\_\_

Hourly Rate	Vacation Pay	Vacation %	Total*

*\*Total will be hourly rate + vacation pay\**

**\*\*Please note that in order for you to be registered for our payroll, along with this personal information sheet the following will also have to be provided: a void cheque or a direct deposit slip from your bank, copies of 2 pieces of ID, one of which should be a photo ID.\*\***

I confirm that I will never discuss or divulge any information which may become available to me regarding A-Line Atlantic Inc.'s business dealings with customers and I also agree that I will not provide service to any competing greeting card supplier or their customers while also servicing accounts on behalf of A-Line Atlantic Inc.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Internal Use Only:  
MER ID: \_\_\_\_\_



## 4 CLASSIFICATIONS OF FIELD PERSONNEL

Territory Mangers

Part Time

Account Managers

In store Merchandiser

The classification in which you are hired will determine any other forms that you have to submit to the office. This will be outlined as you continue to read through your manual.

Upon the New Hire forms being submitted to the Field Operations Department, you will be set up in our merchandiser database; once this is accomplished the accounts that you will be responsible for servicing will be linked to your name.

You will then receive an email from our Field Operations Department with a login and password for our web application. This will allow you to print your **routing sheets** and view all your customer information online. ***Routing sheets** are the list of the stores that are due to be serviced in a given week.*

## ACCESSING THE WEB APPLICATION

- \* First go to [www.alinegreetings.com](http://www.alinegreetings.com)
- \* On the left hand side of the screen you will see **Staff Access**.

Your login and password must be entered exactly as shown in the email that you receive, all passwords are case sensitive. If after 3 attempts you cannot log in successfully, the web application will lock your staff access account.

***To unlock your account, please advise the Field Operations department, Ext 7 or [Fieldoperations@alinegreetings.com](mailto:Fieldoperations@alinegreetings.com).***



### **Additional Notes:**

- After receiving your login and password, a merchandising package including store scanner will be sent to you unless you have already received supplies from your Territory Manager.
- In most instances, **store scanners will not be sent to Field Personnel servicing only 1 account.**
- A tracking number will be emailed to your personal email address for the package that is sent directly to you.
- Staff receiving scanners are required to scan all card and ancillary products to complete their order. Paper orders should only be written in rare circumstances, when the order cannot be scanned. For this reason, please make sure to keep a small supply of order forms on hand with you as you service each account.

## **HOLIDAYS**

### **PART TIME**

Part Time personnel are required to send an email to their Territory Manager advising of vacation. There is no limit to entitlement however time would still have to be approved through your TM to ensure that he/she can make arrangements to have your stores covered if need be. Once the TM approves your vacation time, he/she will forward the email onto [fieldoperations@alinegreetings.com](mailto:fieldoperations@alinegreetings.com). The vacation form is not required for contract workers.

***All vacations for Field Staff need to be reported to the office. In turn we notify our office staff when people are on vacation so they are not contacting them. It also needs to be noted in our payroll office for future reference.***



<b>DATE :</b>	<b>TO:</b>	<b>A-line Atlantic</b>
<b>NAME:</b>		<b>43 Maple Valley RD.</b>
		<b>Timco Industrial Mall</b>
		<b>Corner Brook, NL. A2H 6T3</b>

[illegible]

ADDITIONAL NOTES \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Please ensure that your hourly rate from your personal information sheet is used on your invoice not the Total including vacation pay. The vacation pay is automatically added when the payroll office completes the payroll.



## INVOICE

DATE: \_\_\_\_\_

NAME: \_\_\_\_\_

A-LINE GREETING CARDS

43 Maple Valley Road

Timco Industrial Mall

Corner Brook, NL A2H 6T3

WEEK #: \_\_\_\_\_

Fax #: 1-800-771-7633 OR email to  
[Fieldoperations@alinegreetings.com](mailto:Fieldoperations@alinegreetings.com)

STORE HOURS	# OF MINUTES	# OF HOURS	HOURLY RATE	PAYABLE
(only include time spent in store)				
TO OBTAIN # OF HOURS DIVIDE # OF MINUTES BY 60			TOTAL HOURS	

EXPENSES	TYPE OF EXPENSE	# (I.E.# OF KMS/MILES)	RATE	PAYABLE
KMS/MILES, OTHER (if applicable)				
Kms should be entered as 1 total, not broken out by day, town etc.			TOTAL EXPENSES	

Grand Total Payable

*This invoice must be submitted along with a copy of a completed routing sheet for payroll purposes with the exception of training hours. (We consider training hours to be your first week of work) which can be submitted by invoice only.*

PLEASE NOTE: THIS IS A SUMMARY SHEET ONLY, DO NOT LIST ALL CALLS ON INVOICE  
ADDITIONAL NOTES: \_\_\_\_\_

Any questions regarding this form please contact your supervisor or the Field Operations depart.

**\*\*FAX WEEKLY \*\* NO LATER THEN SUNDAY EVENING\*\***  
Any paperwork received after Monday of pay week may  
not make the deadline for entry.

**Part Time Merchandisers** are field staff who service 3 or more accounts.

They are required to print a routing sheet from the web application each week to submit with the invoice to the left.

In order for your routing sheets to be entered for payroll, dates, start and stop times have to be included. If this information is not included, we will not be able to enter your information for payroll purposes. The number of units does not need to be filled in on your routing sheet.

When your routing sheets are approved and entered in the system, each visit will show up under the corresponding customer. This is valuable information for the office staff as we use this information if your stores call in or if the Territory Managers require info regarding your route.

### Hints:

- An invoice and routing sheet are required to be submitted to our office at the end of each week.
- You cannot write supply requests or orders on invoice or routing sheet as your requests will not be accommodated.
- Any information received late in the day on Monday or received on Tuesday of pay week will not meet our deadline for entry.
- Please ensure that your hourly rate from your personal information sheet is used on your invoice not the Total including vacation pay. The vacation pay is automatically added when the payroll office completes the payroll.



# ALINE

GREETING CARDS

## DISPLAYS

- Standard fixtures are 4ft wide and can be joined to make various size displays. Each section of a display has a different letter which allows you to identify it when reordering. The fixtures consist of 12 to 16 tiers (rows). Each tier (or row) is divided into pockets by plastic dividers and each pocket is numbered accordingly to the size of the fixture. Below are a few examples of display set ups...

**GIFT WRAP  
SPINNER**



**Straight Section**

A	B	C	D	E	F
---	---	---	---	---	---

**Back to Back Island Display**


**Spinner**



**18 pkt  
Value Pack  
Rack**

**56 pkt  
Spinner**



**18 pkt  
Handmade  
Rack**



Each size card display has its own plan-o-gram. Your merchandiser handbook contains the plan-o-grams you will require to properly maintain any size display. Below is a sample of a plan-o-gram for a standard 4' 14 tier display of wrapped cards. If you do not have a planogram to match your card display in store, contact the office at 1-800-790-1280 Ext 1 or by email at [customerservice@alinegreetings.com](mailto:customerservice@alinegreetings.com).

Always start your tidying and re-organizing at the bottom left hand corner.

A14 - 01098 Birthday Cute	A15 - 01323 Birthday Friend	A42 - 01220 Birthday General	A43 - 01527 Family Birthday Son	A70 - 01414 Family Birthday Sister	A71 - 01453 Family Birthday Daughter	A98 - 01829 Sympathy General	A99 - 01840 Sympathy General
A13 - 01099 Birthday Cute	A16 - 01324 Birthday Friend	A41 - 01214 Birthday General	A44 - 01528 Family Birthday Son	A69 - 01415 Family Birthday Sister	A72 - 01456 Family Birthday Daughter	A97 - 01830 Sympathy General	A100 - 01832 Sympathy Our
A12 - 01086 Birthday - Teen Girl	A17 - 01322 Birthday Friend	A40 - 01218 Birthday General	A45 - 01542 Family Birthday Son-in-Law	A68 - 01416 Family Birthday Sister	A73 - 01474 Family Birthday Daughter-in-Law	A96 - 01864 Sympathy To You & Family	A101 - 01837 Sympathy General
A11 - 01090 Birthday - Teen Boy	A18 - 01310 Birthday Especially For You	A39 - 01356 Birthday Religious	A46 - 01499 Family Birthday Grandson	A67 - 01430 Family Birthday Sister-in-Law	A74 - 01435 Family Birthday Niece	A95 - 01786 Get Well Sincerely Ill	A102 - 01839 Sympathy General
A10 - 01047 Birthday - Juvenile General	A19 - 01318 Birthday Someone Special	A38 - 01126 Birthday Humorous	A47 - 01501 Family Birthday Grandson	A66 - 01382 Family Birthday Grandmother	A75 - 01442 Family Birthday Niece - Juvenile	A94 - 01765 Get Well General	A103 - 01833 Sympathy General
A9 - 01044 Birthday - Juvenile General	A20 - 01208 Birthday General	A37 - 01127 Birthday Humorous	A48 - 01513 Family Birthday Grandson - Juvenile	A65 - 01388 Family Birthday Grandmother - Juvenile	A76 - 01593 Bridal Shower General	A93 - 01762 Get Well General	A104 - 01834 Sympathy General
A8 - 01045 Birthday - Juvenile General	A21 - 01231 Birthday General	A36 - 01128 Birthday Humorous	A49 - 01514 Family Birthday Grandson - Juvenile	A64 - 01479 Family Birthday Mother	A77 - 01602 Wedding General	A92 - 01763 Get Well General	A105 - 01873 Religious General
A7 - 01046 Birthday - Juvenile General	A22 - 01232 Birthday General	A35 - 01129 Birthday Humorous	A50 - 01579 Family Birthday Brother	A63 - 01480 Family Birthday Mother	A78 - 01603 Wedding General	A91 - 01764 Get Well General	A106 - 01827 Sympathy General
A6 - 01067 Birthday - Juvenile Girl	A23 - 01233 Birthday General	A34 - 01130 Birthday Humorous	A51 - 01580 Family Birthday Brother	A62 - 01395 Family Birthday Granddaughter	A79 - 01604 Wedding General	A90 - 01755 Thank You General	A107 - 01835 Sympathy General
A5 - 01068 Birthday - Juvenile Girl	A24 - 01234 Birthday General	A33 - 01131 Birthday Humorous	A52 - 01575 Family Birthday Father	A61 - 01396 Family Birthday Granddaughter	A80 - 01620 Anniversary General	A89 - 01756 Thank You General	A108 - 01836 Sympathy General
A4 - 01069 Birthday - Juvenile Girl	A25 - 01235 Birthday General	A32 - 01172 Birthday Masculine	A53 - 01568 Family Birthday Dad	A60 - 01408 Family Birthday Granddaughter - Juve	A81 - 01621 Anniversary General	A88 - 01799 Thank You General	A109 - 01863 Sympathy To You & Family
A3 - 01070 Birthday - Juvenile Boy	A26 - 01236 Birthday General	A31 - 01179 Birthday Masculine	A54 - 01520 Family Birthday Nephew	A59 - 01407 Family Birthday Granddaughter - Juve	A82 - 01622 Anniversary General	A87 - 01689 Baby General	A110 - 01874 Sympathy Religious
A2 - 01071 Birthday - Juvenile Boy	A27 - 01207 Birthday General	A30 - 01180 Birthday Masculine	A55 - 01554 Family Birthday Nephew - Juvenile	A58 - 01446 Family Birthday Wife	A83 - 01657 Baby Shower General	A86 - 01680 Baby General	A111 - 01886 Sympathy Loss Of Father
A1 - 01072 Birthday - Juvenile Boy	A28 - 01379 Birthday Related - Humorous	A29 - 01181 Birthday Masculine	A56 - 01560 Family Birthday Husband	A57 - 01493 Family Birthday Aunt	A84 - 01687 Baby General	A85 - 01671 Baby Girl	A112 - 01890 Sympathy Loss Of Mother

Pocket number & bin number of card

Major Card Title

Minor Card Title

A-Line Greeting Cards  
Plan-o-gram MB08-14 - Rack A  
Mill Brook 4' 14 Tier  
Revised on 05/12/2009  
Printed on 05/28/2009

Planogram name and description



## GREETING CARDS AND ANCILLARY PRODUCTS



Aline carries two main types of greeting card product: **Wrapped** and **Unwrapped**. When purchasing Wrapped product each card is individually wrapped inside the outer case pack of 6. The majority of the \$1 retail product is wrapped.

Please note the code for each card line will be in brackets next to the style. You may notice the codes on the planogram labels for store scanning in your stores.

### 1. \$1.00 Retail

**Mill Brook Studio English** (MBW) is unique to A-line and features 893 skus. We also carry a **Mill Brook Studio French** (MBF) line that features 678 skus. The Mill Brook Studio counter card line has quickly become the best-selling \$1.00 brand in Canada; with an offering of everyday cards and extensive seasonal selection including both major and minor holidays. All \$1 Retail card product are in a pack size of 6, so when 1 pack is ordered 6 identical cards are received.



**Furry Friends** (FF) is a 56 design assortment of humorous pet inspired cards. Pass along some joy to someone else's life by sharing the images of the pets that bring joy to our own lives. This is the purr-fect combination.

**Funny Bone** (FB) is a 70 design assortment of humorous cards. This line offers a wide variety of laughs and will keep the laughs coming as you find the perfect card for that perfect someone.

**Blank** (BB) – is a 64 design assortment. This line allows you the opportunity to write a personalized note to that special someone and is offered in a wide variety of images which can be used for all occasions.

**Mill Brook Studio English** (MBU) – This is an 802 sku line of **unwrapped** Mill Brook cards. This line is available if the customer prefers to have their cards unwrapped.





## **2. \$2.00 Retail - (all \$2 retail product is unwrapped)**

**Rosedale Everyday** (RD) is a 532 design assortment of greeting cards supported by a full line of seasonal product, with the exception of St. Patrick's Day cards. Rosedale has fresh innovative designs and embellishments that will surely plant a smile on the face of the lucky person who receives it. This line is proving to be the biggest \$2 retail line in Canada. Seasonal in Rosedale Product is now in packs of 3 instead of packs of 6 like the Rosedale Everyday cards and Themed cards below.

**Humor Me** (HM) is a 96 design assortment Rosedale Theme with funny, edgy and witty humor guaranteed to titillate everyone's Funny Bones. It will SHOW YOU THE FUNNY with a blend of art styles and photography for today's consumer.

**Rosedale Ages** (RAG) is an 84 design assortment Theme with ages ranging from 1-100. This line will help celebrate many of the milestones throughout the lives of our family and friends through the years.

**Just Fur You** (JFY) is a 64 sku Rosedale Theme and continues to be one of the most popular themes among consumers. Just Fur You combines both pet cards and humor cards into a very attractive and unique line of greeting cards.

**Rosedale Blank** (RBL) is a 32 design assortment Theme which allows you a chance to personalize your message on contemporary and traditional designs for any occasion.

**Handmade Greeting Cards** (MH) is a 56 design assortment of handcrafted and embellished everyday all occasion greeting cards.



## **3. \$3.00 Retail – (all \$3 retail product is unwrapped)**

**Rosedale Gold** (RG) is a 256 design assortment of greeting cards supported by major season product (Valentine, Easter, Grad, Mother's Day, Father's Day, wedding/anniversary and Christmas). Highly embellished cards; including die cuts, foil stamping, encapsulated glitter, handmade attachments and flocking are sure to attract card shop customers with their unique designs and verses. Unlike our other lines, Rosedale Gold has only 3 cards per pack and is our most highly embellished card product available.

All Greeting Cards are designed on site in our Brantford location.



# Aline

GREETING CARDS

## ANCILLARY PRODUCTS

In 2010, Aline added a full selection of Everyday and Seasonal ancillary products to our lineup. This has catapulted Aline to be Canada's leader in the discounted social expressions category with the widest range of products and the most innovative designs.

We have the ideal combination of items in our Everyday Ancillary line to get you through your day to day celebrations with friends and family. We can meet all your party needs from bags to bows, from tissue to ribbon, and regular items like magnetic memo pads and gift wrap.

Our Seasonal ancillary selection carries product to decorate that special gift or to hold a gift card for the "hard-to-buy-for" person on your list. From items to celebrate Christmas, Easter, Valentines, St. Patrick's Day and Graduation this line offers all the necessities for your gifting needs.

In a sometimes busy lifestyle it's great to know that Aline can be your choice for one stop shopping to alleviate the stressful times. The ancillary line has so much to offer for that special occasion that will enhance the atmosphere for that special day and make the memories last forever.





# ALINE

GREETING CARDS

## ORDER FORMS

Use FORM 1 and FORM 2 when ordering 1.00 cards (Mill Brook Unwrapped or Wrapped)

Use FORM 3 and FORM 4 when ordering \$2.00 cards (Rosdale)

\*\*\*\*\* ALL INFORMATION MUST BE FILLED OUT ON EACH ORDER FORM \*\*\*\*\*

MAKE SURE **ALL** ORDERS FAXED IN MEET OUR MIN REQUIREMENT OF \$250.00

APPROX:

62 PACKS OF \$1.00 CARDS OR

31 PACKS OF \$2.00 CARDS

**ORDER FORM # 1**

DATE: \_\_\_\_\_ TEL: 1.800.790.1280 FAX: 1.800.771.7633

SHIP TO: \_\_\_\_\_

ORDER IN UNITS: 1 UNIT = 6 ONLY

CARD LINE: \_\_\_\_\_

STORE NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

PACK "A" PACK "B" PACK "C" PACK "D"

1	65	1	65	1	65	1	65
2	66	2	66	2	66	2	66
3	67	3	67	3	67	3	67
4	68	4	68	4	68	4	68
5	69	5	69	5	69	5	69
6	70	6	70	6	70	6	70
7	71	7	71	7	71	7	71
8	72	8	72	8	72	8	72
9	73	9	73	9	73	9	73
10	74	10	74	10	74	10	74
11	75	11	75	11	75	11	75
12	76	12	76	12	76	12	76
13	77	13	77	13	77	13	77
14	78	14	78	14	78	14	78
15	79	15	79	15	79	15	79
16	80	16	80	16	80	16	80
17	81	17	81	17	81	17	81
18	82	18	82	18	82	18	82
19	83	19	83	19	83	19	83
20	84	20	84	20	84	20	84
21	85	21	85	21	85	21	85
22	86	22	86	22	86	22	86
23	87	23	87	23	87	23	87
24	88	24	88	24	88	24	88
25	89	25	89	25	89	25	89
26	90	26	90	26	90	26	90
27	91	27	91	27	91	27	91
28	92	28	92	28	92	28	92
29	93	29	93	29	93	29	93
30	94	30	94	30	94	30	94
31	95	31	95	31	95	31	95
32	96	32	96	32	96	32	96
33	97	33	97	33	97	33	97
34	98	34	98	34	98	34	98
35	99	35	99	35	99	35	99
36	100	36	100	36	100	36	100
37	101	37	101	37	101	37	101
38	102	38	102	38	102	38	102
39	103	39	103	39	103	39	103
40	104	40	104	40	104	40	104
41	105	41	105	41	105	41	105
42	106	42	106	42	106	42	106
43	107	43	107	43	107	43	107
44	108	44	108	44	108	44	108
45	109	45	109	45	109	45	109
46	110	46	110	46	110	46	110
47	111	47	111	47	111	47	111
48	112	48	112	48	112	48	112
49	113	49	113	49	113	49	113
50	114	50	114	50	114	50	114
51	115	51	115	51	115	51	115
52	116	52	116	52	116	52	116
53	117	53	117	53	117	53	117
54	118	54	118	54	118	54	118
55	119	55	119	55	119	55	119
56	120	56	120	56	120	56	120
57	121	57	121	57	121	57	121
58	122	58	122	58	122	58	122
59	123	59	123	59	123	59	123
60	124	60	124	60	124	60	124
61	125	61	125	61	125	61	125
62	126	62	126	62	126	62	126
63	127	63	127	63	127	63	127
64	128	64	128	64	128	64	128

**PANACHE HUMOROUS RACK "P"**

1	15	25	43	57	71	85	99
2	16	26	44	58	72	86	100
3	17	31	45	59	73	87	101
4	18	32	46	60	74	88	102
5	19	33	47	61	75	89	103
6	20	34	48	62	76	90	104
7	21	35	49	63	77	91	105
8	22	36	50	64	78	92	106
9	23	37	51	65	79	93	107
10	24	38	52	66	80	94	108
11	25	39	53	67	81	95	109
12	26	40	54	68	82	96	110
13	27	41	55	69	83	97	111
14	28	42	56	70	84	98	112

**BE LOVE RACK "L"**

1	17	33	49
2	18	34	50
3	19	35	51
4	20	36	52
5	21	37	53
6	22	38	54
7	23	39	55
8	24	40	56
9	25	41	57
10	26	42	58
11	27	43	59
12	28	44	60
13	29	45	61
14	30	46	62
15	31	47	63
16	32	48	64

**TIME OF YOUR LIFE RACK "T"**

1	17	33	49
2	18	34	50
3	19	35	51
4	20	36	52
5	21	37	53
6	22	38	54
7	23	39	55
8	24	40	56
9	25	41	57
10	26	42	58
11	27	43	59
12	28	44	60
13	29	45	61
14	30	46	62
15	31	47	63
16	32	48	64

**"CARDPOOL" RACK "CA"**

1	15	25	43	57	71	85	99
2	16	26	44	58	72	86	100
3	17	31	45	59	73	87	101
4	18	32	46	60	74	88	102
5	19	33	47	61	75	89	103
6	20	34	48	62	76	90	104
7	21	35	49	63	77	91	105
8	22	36	50	64	78	92	106
9	23	37	51	65	79	93	107
10	24	38	52	66	80	94	108
11	25	39	53	67	81	95	109
12	26	40	54	68	82	96	110
13	27	41	55	69	83	97	111
14	28	42	56	70	84	98	112

**HANDMADE RACK "H"**

1	17	33	49
2	18	34	50
3	19	35	51
4	20	36	52
5	21	37	53
6	22	38	54
7	23	39	55
8	24	40	56
9	25	41	57
10	26	42	58
11	27	43	59
12	28	44	60
13	29	45	61
14	30	46	62
15	31	47	63
16	32	48	64

**GIFT WRAP RACK "W"**

1	17	33	49
2	18	34	50
3	19	35	51
4	20	36	52
5	21	37	53
6	22	38	54
7	23	39	55
8	24	40	56
9	25	41	57
10	26	42	58
11	27	43	59
12	28	44	60
13	29	45	61
14	30	46	62
15	31	47	63
16	32	48	64

**DESIGNER ORDER FORM # 3**

DATE: \_\_\_\_\_ TEL: 1.800.790.1280 FAX: 1.800.771.7633

SHIP TO: \_\_\_\_\_

ORDER IN UNITS: 1 UNIT = 6 ONLY

CARD LINE: \_\_\_\_\_

STORE NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

**PACK "DA" PACK "DB" PACK "DC" PACK "DD"**

1	65	1	65	1	65	1	65
2	66	2	66	2	66	2	66
3	67	3	67	3	67	3	67
4	68	4	68	4	68	4	68
5	69	5	69	5	69	5	69
6	70	6	70	6	70	6	70
7	71	7	71	7	71	7	71
8	72	8	72	8	72	8	72
9	73	9	73	9	73	9	73
10	74	10	74	10	74	10	74
11	75	11	75	11	75	11	75
12	76	12	76	12	76	12	76
13	77	13	77	13	77	13	77
14	78	14	78	14	78	14	78
15	79	15	79	15	79	15	79
16	80	16	80	16	80	16	80
17	81	17	81	17	81	17	81
18	82	18	82	18	82	18	82
19	83	19	83	19	83	19	83
20	84	20	84	20	84	20	84
21	85	21	85	21	85	21	85
22	86	22	86	22	86	22	86
23	87	23	87	23	87	23	87
24	88	24	88	24	88	24	88
25	89	25	89	25	89	25	89
26	90	26	90	26	90	26	90
27	91	27	91	27	91	27	91
28	92	28	92	28	92	28	92
29	93	29	93	29	93	29	93
30	94	30	94	30	94	30	94
31	95	31	95	31	95	31	95
32	96	32	96	32	96	32	96
33	97	33	97	33	97	33	97
34	98	34	98	34	98	34	98
35	99	35	99	35	99	35	99
36	100	36	100	36	100	36	100
37	101	37	101	37	101	37	101
38	102	38	102	38	102	38	102
39	103	39	103	39	103	39	103
40	104	40	104	40	104	40	104
41	105	41	105	41	105	41	105
42	106	42	106	42	106	42	106
43	107	43	107	43	107	43	107
44	108	44	108	44	108	44	108
45	109	45	109	45	109	45	109
46	110	46	110	46	110	46	110
47	111	47	111	47	111	47	111
48	112	48	112	48	112	48	112
49	113	49	113	49	113	49	113
50	114	50	114	50	114	50	114
51	115	51	115	51	115	51	115
52	116	52	116	52	116	52	116
53	117	53	117	53	117	53	117
54	118	54	118	54	118	54	118
55	119	55	119	55	119	55	119
56	120	56	120	56	120	56	120
57	121	57	121	57	121	57	121
58	122	58	122	58	122	58	122
59	123	59	123	59	123	59	123



A-Line Greetings has started the process of doing credits that will be used for rebilling in the following year. Christmas returns normally occur from December 27th, 2017 to January 20, 2018. The rebilling of these returns will be issued for November 15th, 2018 as normal billing for auto shipments occur. The returns will not be shipped back to the warehouse but stored in the under carriage or an agreed place somewhere else in the store.

**For Field Staff that do not have scanners:**

**To complete the credit and re-bill process:**

- You will need to sort the product by Sku and input information on our Credit & Re-bill form with quantities so that we can capture the data.
- Sign the form
- The product would be placed in under carriage drawer's storage and placed in a plastic bag or box clearly marked credit and re-bill with a copy of the Credit & Re-bill form included– labels with "Property of A-Line Greeting Cards" are being supplied to be attached to the outside of the bag.
- Put a copy of the credit and re-bill form in the bag with the cards.
- Keep a copy of the credit and re-bill form for your records
- Fax a copy of the credit and re-bill form to 1-800-771-7633 or email to [accountsreceivable@alinegreetings.com](mailto:accountsreceivable@alinegreetings.com)

For the store owner, their credit is applied just as normal; there are no changes to when the credit is applied and what is owing on the account. The merchandise that is left in the store will be re-billed for the next year's season of that corresponding product. With the only difference to the customer being that they are holding the product until the following year, Aline will review what was shipped to the store against what was scanned as credit and re-bill to determine what product is required for that season the following year.

**If you have a tablet and a scanner, please see your territory manager for instruction on how to complete the credit and re-bill process.**





**For Field Staff that have scanners only:**

These cards will need to be scanned using a special bar code so we can record what was sold and what was not during that season. A copy of the bar code will be included with the forms when they are mailed from the office.

*Leave the Credit & Re-Bill scanning to be done at the end of your store visit.*

- Scan into your store as normal
- Tidy Every day and Themed sections
- Scan planogram label and pocket labels to generate your ED order – Do not scan out of the store
- Scan your Credit & Re-bill label
- Scan each Seasonal card individually
- Scan Credit & Re-bill label to complete the process
- The product would be placed in under carriage drawer's storage and placed in a box clearly marked credit and re-bill labels with "Property of A-Line Greetings" are being supplied to be attached to the outside of the box.
- Scan out of the store
- **No paper credit note will be required at the store, an email copy will be sent within the next two business days directly to the customers.**

It is important to note when scanning:

- Each scan of the Credit & Re-bill label is either a "scan in" or "scan out" of the process. If you are unsure that you scanned in the label and scan the label a possible second time, you will actually scan yourself out of the process and end the Credit & Re-bill. All cards scanned would generate an order rather than a credit.
- If at any time you realize that there is additional product to be added to the Credit & Re-bill scan, just rescan your Credit & Re-bill label and proceed to scan the cards individually and then scan the label again to end the process.
- If you forget to scan the Credit & Re-bill label to close the process and then try to scan an ED card order for that store, the order will not generate and a rescan of the product will be required to get the product required for that store.



## EMAILING THE OFFICE

It is extremely important that any inquiries you have are answered in a timely manner. You have customers that you have direct contact with waiting for answers. It is also important to get an accurate and quick response, so please direct your questions to the correct department. This will avoid multiple communication interventions and hopefully result in getting answers the first time around. It should help speed up processes and avoid confusion.

Remember, however, all your customer info is available for review on the web application. It should be your first instinct to check the web application. In most instances, this may eliminate a call or an email to the office.

### **A few things to include in emails:**

- Customer #
- Customer Name
- Reason for the email
- Provide clear questions if a reply is needed

### **Always remember:**

#### **1. Don't use e-mail as an excuse to avoid personal contact.**

Don't forget the value of face-to-face or even voice-to-voice communication. E-mail communication isn't appropriate when sending confusing or emotional messages. Think of the times you've heard someone in the office indignantly say, "Well, I *sent* you an e-mail." If you have a problem with someone, speak with that person directly. Don't use e-mail to avoid an uncomfortable situation or to cover up a mistake.

If you do receive an email that upsets you do not respond with another email in rebuttal. This is referred to as "flaming"; it just gets the ball rolling until you have a full blown confrontation on your hands. Don't just hit the reply button and send something that you will regret later.

#### **2. Remember that your tone can't be heard in an e-mail.**

Have you ever attempted sarcasm in an e-mail, and the recipient took it the wrong way? E-mail communication cannot convey the nuances of verbal communication. In an attempt to infer tone of voice, some people use emoticons, but use them sparingly so that you don't appear unprofessional. Also, don't assume that using a smiley will diffuse a difficult message.



### 3. Review an email before you send it.

You should always review your emails before sending them. This avoids things being left out. Make sure that the individual receiving your email has a good understanding of what you are asking. If you are sending an attachment, always remember to attach it.

### 4. Remember that e-mail isn't private.

E-mail is considered company property and can be retrieved, examined, and used in a court of law. Unless you are using an encryption device (hardware or software), you should assume that e-mail over the Internet is not secure. Never put in an e-mail message anything that you wouldn't put on a postcard. Remember that e-mail can be forwarded, so unintended audiences may see what you've written. You might also inadvertently send something to the wrong party, so always keep the content professional to avoid embarrassment.

### 5. Be sparing with group e-mail.

Send group e-mail only when it's useful to every recipient. Use the "reply all" button only when compiling results requiring collective input and only if you have something to add. Recipients get quite annoyed to open an e-mail that says only "Me too!"

### 6. Use the subject field to indicate content and purpose.

Don't just say, "Hi!" or "From Laura." Agree on acronyms to use that quickly identify actions. For example, your team could use <AR> to mean "Action Required" or <MSR> for the Monthly Status Report. It's also a good practice to include the word "Long" in the subject field, if necessary, so that the recipient knows that the message will take time to read.

### 7. Answer Promptly

If you are asked a question in an email ensure you provide a prompt response or let the sender know when they will receive a reply. If the answer to the question is lengthy or complex, consider calling the sender.

### 8. Answer all questions

When responding to an email, be sure to answer all questions contained within the email. Not answering all questions will only result in more email. ***After receiving reply emails that have answered your questions, Re-replying with a "thank you" email, although sent with good intentions, is often unnecessary. Besides taking up valuable disk space it also unintentionally leads to minor frustration having to open emails that only say "thank you" or "noted"***

### 9. Don't send chain letters, virus warnings, or junk mail.

Always check a reputable antivirus Web site or your IT department before sending out an alarm. If a constant stream of jokes from a friend annoys you, be honest and ask to be removed from the list. Direct all personal e-mail to your home e-mail account.

### 10. Be concise and to the point

Avoid long winded emails. Emails should be concise, relatively brief, and specific

### 11. Use proper structure and layout

Business emails are business emails. Often we tend to get a little informal with our emails. Using acronym like "lol", "ttyl" or "cya" should be avoided. The use of emoticons • should also be avoided. Their intent is to ensure that the receiver does not take your email out of context. This can often be avoided by restructuring your sentences or communicating via the telephone or directly.



## **12. Text case and sentence structure**

Emails written in ALL CAPITAL LETTERS are perceived as though you're shouting. Emails written with all lowercase letters are perceived as being lazy. We should use proper grammar, spelling, and sentence structure. Start sentences with capital letters and use periods at the end. Use complete sentences. Typing phrases or thoughts does not lead to clear communications. Additionally, do not use multiple question marks or exclamations; it is another form of on-line impatience. Do not use a lot of colors or graphics embedded in your message, because not everyone uses an e-mail program that can display them.

## **13. Formatting**

Stay away from fancy fonts and graphical backgrounds.

## **14. Courtesy**

The additions of words like please and thank you often go a long way. Using courteous greetings and closing help make emails not seem demanding or terse.

## **15. The CC field**

Use the cc field sparingly. It is often unnecessary to cc many of the individuals who often get copied on emails. If it directly involves the individual they should be directly in the address line. The cc should be used to keep anyone who has to be aware of the contents of the email, but who is not directly involved in the email, in the loop.

## **16. Use the blind copy and courtesy copy appropriately.**

Don't use BCC to keep others from seeing who you copied; it shows confidence when you directly CC anyone receiving a copy. Do use BCC, however, when sending to a large distribution list, so recipients won't have to see a huge list of names. Be cautious with your use of CC; overuse simply clutters inboxes. Copy only people who are directly involved.

## **17. Do not copy or forward messages or attachment without permission.**

Email sent to you is often intended for you only. If you receive an email questioning the actions of another individual NEVER forward that email or any portion of that email to the individual in question. This is very unprofessional and often lead to unnecessary conflict. If necessary, a separate email should be written by you and the original email should not be copied or referred to.

## **18. Avoid using urgent or important**

Some people always send their email as important. If it is that important you may want to contact the individual directly instead of by email.

## **19. Use a signature that includes contact information.**

To ensure that people know who you are, include a signature that has your contact information; including your mailing address, Web site, and phone numbers.

## **20. Subject lines**

Subject lines should always be included with emails and should be concise. This helps the receiver sort through unread emails and makes it much easier to search for emails later.



### **21. Summarize long discussions.**

Scrolling through pages of replies to understand a discussion is annoying. Instead of continuing to forward a message string, take a minute to summarize it for your reader. You could even highlight or quote the relevant passage, then include your response. Some words of caution:

1. If you are forwarding or reposting a message you've received, do not change the wording.
2. If you want to repost to a group a message that you received individually, ask the author for permission first.
3. Give proper attribution.

## **PAY STUBS**

Please note that for all Field Staff your pay stubs are not mailed directly to you, they are emailed on the Friday of the pay week. Any new field personnel will have their pay stub emailed directly to their personal email account (Hotmail, yahoo, Gmail, etc.).

Once the email is received you will require a password to open the file – this is done for security reasons. The password required to open this file is not the same Aline password that is used to login to staff access on the web site. Your password consists of the first 3 letters of your last name (lowercase letters only) followed by your birthday in month, day and year (mmddyyyy). There are no spaces between the letters and the numbers.

**There are 2 major departments of office staff available by phone or email:**

- 1. Customer Operations- Consists of the Customer Service and Field Operations Departments**
- 2. Financial Services – consists of Accounts Receivable**



## CUSTOMER OPERATIONS DEPARTMENT

Everything should be emailed to the generic email addresses unless otherwise specified

### CUSTOMER SERVICE — [customerservice@alinegreetings.com](mailto:customerservice@alinegreetings.com) Ext 1

- Processing orders (including all trade show orders)
  - hand written orders
  - tablet orders
  - scanned orders
  - web store orders
- Tracking orders
- Inventory inquiries
- Requests to add to orders on hand (not invoiced)
- Supplies Requisitions for Customers only (i.e. order forms, catalogues)
- Supplying copies of planograms/invoices by fax or email to customers/field staff
- Altering ship/STAB(ship to arrive by) dates (for re-orders -not new set ups/revisions)
- Advise pricing on active customer's account
- General customer inquiries (addresses, phone #'s, date of last order, etc.)



## **FIELD OPERATIONS** – [fieldoperations@alinegreetings.com](mailto:fieldoperations@alinegreetings.com) Ext 7

- Setting up new accounts/reviewing revisions on existing accounts - should be emailed directly to Krista ([ksimms@alinegreetings.com](mailto:ksimms@alinegreetings.com)) and cc'd to Jeff Fradsham ([jfradsham@alinegreetings.com](mailto:jfradsham@alinegreetings.com)) not to field operations email unless otherwise notified.
  - a revision is any time a new planogram is required to be added/removed to/from a store or anytime that any racking is required.
- Routing Changes
- Entering of Part Time Payroll - entering invoices and/or routing sheets to submit to payroll office
- Contracts and Contract Renewal
- Any Pricing Discrepancies on invoices (must include invoice # and details)
- Setting up New Hires (access to web application)
- Closing out Field staff accesses when they are no longer working with Aline
- Closing out Customer accounts in the database (i.e. no longer carrying cards, store closures)
- Supplies Requisitions – Field staff only (i.e. order forms, catalogues, return forms, scanners)



## FINANCIAL SERVICES

**ACCOUNTS RECEIVABLE** - [accountsreceivable@alinegreetings.com](mailto:accountsreceivable@alinegreetings.com) or ext. 6

- Processing Returns & Stock Transfers,
- Determining terms for new and existing customers
- Credit Reference Requests
- Credit Applications
- Everyday/Seasonal Hold file
- Approving orders/Releasing orders from hold
- Cheque with Setup Follow up
- Stores Closures (Return of Product)
- Reconciling Rep accounts (Seasonal Product)
- Sales reports/Aging report
- Short Shipments
- Proof of deliveries





## CALLING THE OFFICE

### Points to remember when calling the office:

- All office staff members have voice mail; there should be no reason to give a message to someone else in the office to pass along.
- When leaving a message on someone's voice mail please make sure the message that you leave is detailed and explains exactly what you are looking for or what the call is regarding. Messages like, "Hey, its Joe call me back please!" should not be left on anyone's machine.
- If you have left a message for someone please do not call back to the office to someone else and ask the same questions, it is a waste of time to have numerous people in the office working on the same task at the same time.
- After leaving a voice mail please do not email that person within a couple of minutes, pick one or the other. Obviously if the person did not answer your call they are already busy with something or someone else. Your call will be answered when the person becomes available.
- Each department has numerous people that can answer your questions; this is the reason why you should get used to dealing with departments rather than individuals, unless of course you are returning a call from an individual staff member.

As there are over 100+ field personnel in Canada, when leaving a voice mail please make sure to give both first and last names. We have many people on staff with the same first name and this will eliminate any confusion regarding who to return the call to.

Remember that the office staff members are fielding calls from all across the country; people are in all different time zones. There are times when your call may not be returned right away. However, we ask that if you are waiting for a response, please be patient.