



Tel: 1-800-790-1280 Fax: 1-800-771-7633 Email: customerservice@alinegreetings.com Website: www.ALineGreetings.com

TRAINING & MERCHANDISING MANUAL



A-Line Greetings
Tel: 1-800-790-1280 Fax: 1-800-771-7633
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ABOUT US

Since 1985, A-Line Greetings has helped its customers celebrate life's special moments with our unique offering of everyday and seasonal greeting cards, gift bags, gift wrap and accessories.

Experience

Nearly 40 years of experience in the greeting card industry.

Service

Coast-to-coast full service of stores including custom plan-o-grams, ordering and merchandising.

Choice

From classic to contemporary, A-Line offers complete coverage of all occasions, seasons and feelings.

Quality

Premium quality greeting cards designed by A-Line's very own team of illustrators, designers and editorial staff.



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NEW HIRE INFORMATION FORM

All new hires are required to submit one of the forms below. The status of your hire (Full Time or Part Time) depends on the correct form that must be submitted. Please see below for examples of the forms. The form must 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, emergency contact form, W-4, I-9 and depending on your location you may be required to fill out a state tax form.

Please note that when the new hire forms are submitted, if the void check or direct deposit info is covering any information on the new hire form, we will not be able to accept it.

Part-Time Form



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PERSONAL INFORMATION

Legal Name: _____ Telephone #: _____
Address: _____ Cell Phone #: _____

E-Mail: _____

Social Security #: _____
Date of Birth (mmddyyyy): _____ Fax #: _____
Date Hired (mmddyyyy): _____ Service Area: _____
Contract Rate/Salary: _____ Vehicle/Expense Allowance: _____
1st Actual Day of Work (mmddyyyy): _____ (Needed for Taxation Purposes)

****Please note that for you to be registered for our payroll, along with this personal information sheet you will need to provide copies of 2 pieces of ID, one of which should be a photo ID and either a void cheque, a direct deposit slip from your bank or ADP Direct Deposit Form. ****

I understand that I am being paid by A-Line Greetings to provide services on an employment basis. I understand A-Line Greetings will issue me a W-2 or 1099 (depending on the State you reside in) at the end of each year to report amounts paid to me in connection with the work.

I confirm that I will never discuss or divulge any information which may become available to me regarding A-Line Greetings 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 Greetings.

Signature: _____ Date: _____

Revised: 07-26-2024

US Forms

Full-Time Form



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Website: www.ALineGreetings.com

PERSONAL INFORMATION

Legal Name: _____ Telephone #: _____
Address: _____ Cell Phone #: _____

E-Mail: _____

Social Insurance #: _____
Date of Birth (mmddyyyy): _____ Fax #: _____
Date Hired (mmddyyyy): _____ Service Area: _____
Contract Rate/Salary: _____ Vehicle/Expense Allowance: _____

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

Bank Information –

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

Your Employment is subject to a 3 Month Probation period in accordance with our probationary policy below and can also be found on our website under internal forms.

I confirm that I will never discuss or divulge any information which may become available to me regarding A-Line Greetings 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 Greetings.

Signature: _____ Date: _____

Revised: 07-26-2024

2-2 PROBATIONARY EMPLOYMENT PERIOD

Scope

These Policies and Procedures apply to all A-Line Atlantic Inc. employees.

Policy

A probationary period of at least 3 (three) months will apply to all new staff and to any staff who transfer into new positions within the company, regardless of their length of service in another area or department.

Procedure

At regular periods during the first 3 (three) months in a new position, Management or designate will meet with the employee to discuss their progress to date.

If Management is not completely satisfied with the progress achieved in the first three months but feels the employee would be successful with additional training, the probationary period may be extended for an additional three months at the sole discretion of the supervisor.

If Management is not satisfied with the progress achieved in the first three months and feels the employee would not be successful with additional training, the employment arrangement will be terminated.

Employees will be given written confirmation of their extended probationary period and/or their change to permanent status as applicable.

During the first three months of employment, new employees may be terminated for any reason, with or without cause, in which case A-Line will have no obligations to the employees to provide notice or pay in lieu of notice.

Existing employees who have transferred into a position, but who are not successful in completing the probationary period, will be either transferred back to the previous position, if that position has not yet been filled by another employee, or terminated from employment with A-Line in accordance with our Termination of Employment Policy.

Vacation benefits will accrue during the probationary period* (Please refer to Vacation policy).

**Fulltime Employees Only*

End of Policy

4 CLASSIFICATIONS OF FIELD PERSONNEL

Territory Managers

Account Managers

Part Time Merchandisers

In Store Merchandiser

The classification in which you are hired will determine any other forms that you have to submit to the office.

Upon the New Hire forms being submitted to the Field Operations Department, you will be set up in our field staff 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 each week.*

ACCESSING THE WEB APPLICATION

- First go to www.alinegreetings.com
- On the right-hand side of the screen, you will see **Staff Portal** and then **Staff Access, New Customer Wizard, Sales Resource Management, Staff Email and Internal Forms**.
- Choose the selection that applies (Please note that you use the same password and login for both your email and staff access).

Your login and password must be entered exactly as shown in the email that you receive; all our passwords are case sensitive. If after 3 attempts you cannot log in successfully, close your browser completely then try going back in again.

If still unable log in please advise the Field Operations department, Ext 107 or Fieldoperations@alinegreetings.com

- Once in the Web Application, you will have access to the following:

➤ **Customer Information:**

- Returns and Invoices: STDINV = Standard Invoice, STDRTN = Standard Return is any credit issued against an account. This could range from seasonal card returns, first-order discounts, rack discounts, damaged product, rebates, etc.
- Customer Notes: Usually entered by office personnel to record information regarding payment, terms, customer calls/inquiries, etc.
- Master Notes: Primarily includes new account information relating to the opening order, contracts, rebates, set-ups, racks, etc.
- Sales: Includes sales information for Everyday cards as well as Seasonal.
- Price List: Pricing for all product for a particular customer.
- Plan-O-Grams: Detailed diagram of a customer's display layout.
- Customer Information Report: A summary of generic information for a customer, i.e. Basic Contact Information, Sales and Merchandising, Seasonal, Plan-O-Grams.

- **Routing Report**: Here you can print a Routing Schedule for a particular week. The Routing Cycle, indicated in weeks, determines how often a store is serviced. Multiple stores in the same area should be combined in the same cycle week to minimize expenses. Should you need to revise a routing schedule, please go to "Printable Forms", print and complete a Routing Change Request Form and submit to fieldoperations@alinegreetings.com. PLEASE NOTE that currently, you are not able to add/submit routing reports via the web. You will be notified once this application is complete.

- **Expenses**: This is used for entering online payroll. Instructions for this are always emailed with your welcome letter with your username and password.

- **Printable Forms**: This section houses many forms and documents that you will request from the Field Operations department as supply orders. These include numerous Order Forms for Everyday/Seasonal cards and Accessories. It also includes Credit Card Authorization Forms, Routing Sheets, Routing Change Request Forms, New Customer Information Forms, etc. In addition, there are support documents such as Submitting Scanned Orders, Store Scanning Instructions and a copy of this Merchandising Manual.

Additional Notes:

- After receiving your login and password, you may be sent a scanner unless you have already received supplies from your Territory Manager. Your Territory Manager will advise Field Operations if a scanner is required. If so, you will be sent an Equipment Acknowledgement letter that will need to be signed and sent back to fieldoperations@alinegreetings.com
- In most instances, **store scanners will not be sent to Field Personnel servicing only 1 account.**
- A tracking number will be emailed to you for any 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.

Please note all email correspondence from the office will be sent to your Aline email account For Full Time Merchandisers and to Email Provide for Part-Time Merchandisers. Please ensure to check your Email on a regular basis.

EMAIL USAGE POLICY

- A-Line email accounts are intended for business purposes only.
- Email generated using the A-Line email system is the property of A-Line. No employee should have any expectation of privacy to his/her internet or email usage.
- Management may elect to review or monitor email usage at any time.
- Mailbox hygiene is important. Emails should be archived or deleted on a regular basis to avoid unnecessary Mail Server congestion.
- Transport of bulk emails, email jokes or chain letters of any sort is prohibited.

PART TIME MERCHANDISER

Expense Policies

Kilometer Allowance

Reimbursement for Kilometers is currently 35 cents per kilometer. The Rate is based on the Government regulated Self - Serve Gas price in Corner Brook. When an increase or decrease occurs, an e-mail is sent from HO. This allowance is intended to cover all operating expenses including gas, insurance, repairs, maintenance and employees travel time.

Office Supplies

Part Time Merchandisers who are required to use a printer will be reimbursed for 1 black printer cartridge per year, only with the approval from their Account Manager or Territory Manager. Any additional cartridges or expenses must be approved by your Territory Manager.

Vacation Policies

Merchandisers are required to send an email to their Territory Manager advising them of vacation. Vacation entitlement is based on Employment Standards specifications in your area; however, time would still have to be approved through your TM to ensure that he/she can arrange to have your stores covered if need be. Once the TM approves your vacation time, they will forward the email onto fieldoperations@alinegreetings.com.

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 do not contact them, also it needs to be noted in our payroll office for future reference.

ROUTING SHEET(S)

Your routing sheet(s) will list the stores you are responsible for servicing each week.

A-Line Greeting Cards Customer Routing Schedule

				Week # 45		11/5/2012 - 11/9/2012				
Mary Jane				NL1200 S'VILLE TO DEER LAKE						
CUST#	NAME	ADDRESS	TOWN	AUTO SEASONAL	ALLOW RETURN	DATE MM/DD/YYYY	UNITS	START	STOP	TIME WORKED
11670	GIFTS OF JOY	59 MAIN STREET	PASADENA		Y	__/__/__	__	__	__	__
Cycle: 8 Order Code \$1: NA Order Code \$2: 8 Notes:										
16609	ABBOTT & HALIBURTON # 1	MAIN RD	PORT AU PORT			__/__/__	__	__	__	__
Cycle: 8 Order Code \$1: 9 Order Code \$2: Notes:										
26582	PARKVIEW VARIETY LTD # 7002688	BOX 268 RR2	PICCADILLY		Y	__/__/__	__	__	__	__
Cycle: 8 Order Code \$1: 13 Order Code \$2: NA Notes:										
11019	COLEMANS FOOD CENTRE # 7	73 HUMBER ROAD	CORNER BROOK		Y	__/__/__	__	__	__	__
Cycle: 6 Order Code \$1: 13 Order Code \$2: Notes:										
18217	A BUCK OR TWO # 384	MURPHYS SQUARE	CORNER BROOK	Y	Y	__/__/__	__	__	__	__
Cycle: 1 Order Code \$1: NA Order Code \$2: Notes:										



This indicates the customer number of the account – in all correspondence to the office both the customer's name and customer number should be included.



This indicates the routing cycle for the store – in this case the store is on an 8-week cycle which means you will not be due to service the account and it will not show on your routing sheet for another 8 weeks.



This indicates the customer is on auto seasonal distribution – the seasonal cards for this store will be automatically generated at the office - you will only be responsible for reordering any seasonal if applicable.



This indicates the customer is allowed to return their seasonal product – this does not mean that Everyday product can be returned. If this field is blank on your routing sheet, the account cannot return their seasonal product.

PRINTING/EXPORTING ROUTING SHEETS FROM THE WEB APPLICATION

First log into your web access account: <https://staff.aline.ca>



Home Field Staff Tools Printable Forms(Canada) Printable Forms(US) Training Resources

Customer Routing Schedule

Week 25 Current Week - Week 26 Week 27 Week 28 Week 29

Week# 26

06/24/2024 - 06/30/2024

Click Here

[View routing report](#)

CUST#	NAM	ADDRESS	TOWN	AUTO SEASONAL	ALLOW RETURN	DATE MM/DD/YYYY	START	STOP	TIME WORKED
	A BUCK OR TWO #			Y	Y				
Cycle: 1		Notes:							
	CANADIAN TIRE #			Y	Y				
Cycle: 2		Notes:							

****Make sure that you have selected the correct week from the tabs on your screen – you can do this by double checking the dates on the top right-hand corner of the routing sheet****

Sales Person ID:
Year:

WeekNumber:

[View Report](#)

1 of 1 Find | Next

You can export to
PDF/Excel or print
from your browser

A-Line Greeting Cards Customer Routing Schedule

Week # 26

6/24/2024 - 6/30/2024

CUST#	NAME	ADDRESS	TOWN	AUTO SEASONAL	ALLOW RETURN	DATE MM/DD/YYYY	START	STOP	TIME WORKED
	A BUCK OR TWO #			Yes	Yes	__/__/__	__:__:__	__:__:__	__/__/__
Cycle:1		Notes:							
	CANADIAN TIRE #			Yes	Yes	__/__/__	__:__:__	__:__:__	__/__/__
Cycle:2		Notes:							

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...

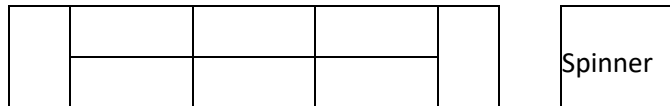
**GIFT WRAP
SPINNER**



Straight Section



Back to Back Island Display



**18 pkt
Value Pack
Rack**

**56 pkt
Spinner**



**18 pkt
Handmade
Rack**



PLAN-O-GRAMS

Each size card display has its own plan-o-gram. Your merchandiser binder 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 101 or by email at customerservice@alinegreetings.com

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

A14 - 01098 Birthday Cute	A15 - 01323 Friend	A42 - 01220 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 Friend	A41 - 01214 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 Friend	A40 - 01218 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 Especially For You	A39 - 01356 Religious	A46 - 01499 Family Birthday Grandson	A67 - 01430 Family Birthday Sister-in-Law	A74 - 01435 Family Birthday Niece	A95 - 01786 Get Well Seriously Ill	A102 - 01839 Sympathy General
A10 - 01047 Birthday - Juvenile General	A19 - 01318 Someone Special	A38 - 01126 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 General	A37 - 01127 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 - 01035 Birthday - Juvenile General	A21 - 01231 General	A36 - 01128 Humorous	A49 - 01514 Family Birthday Grandson - Juvenile	A64 - 01479 Family Birthday Mother	A77 - 01602 Wedding General	A92 - 01763 Get Well General	A105 - 01873 Sympathy Religious
A7 - 01036 Birthday - Juvenile General	A22 - 01232 General	A35 - 01129 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 - 01037 Birthday - Juvenile Girl	A23 - 01233 General	A34 - 01130 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 - 01038 Birthday - Juvenile Girl	A24 - 01234 General	A33 - 01131 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 - 01039 Birthday - Juvenile Girl	A25 - 01235 General	A32 - 01172 Masculine	A53 - 01568 Family Birthday Dad	A60 - 01408 Family Birthday Granddaughter - Juvenile	A81 - 01621 Anniversary General	A88 - 01799 Thank You General	A109 - 01863 Sympathy To You & Family
A3 - 01077 Birthday - Juvenile Boy	A26 - 01236 General	A31 - 01179 Masculine	A54 - 01520 Family Birthday Nephew	A59 - 01407 Family Birthday Granddaughter - Juvenile	A82 - 01622 Anniversary General	A87 - 01689 Baby General	A110 - 01874 Sympathy Religious
A2 - 01078 Birthday - Juvenile Boy	A27 - 01207 General	A30 - 01180 Masculine	A55 - 01554 Family Birthday Nephew - Juvenile	A58 - 01446 Family Birthday Wife	A83 - 01657 Baby Shower General	A86 - 01680 Baby Boy	A111 - 01886 Sympathy Loss Of Father
A1 - 01079 Birthday - Juvenile Boy	A28 - 01379 Related - Humorous	A29 - 01181 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

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. Most 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.

\$1.00 Retail

Mill Brook Studio English (MBW or MB) Every day and Seasonal Cards

Mill Brook Studio French (MBF) Every day and Seasonal Cards

Furry Friends (FF) is an assortment of humorous pet inspired cards.

Funny Bone (FB) is an assortment of humorous cards.

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

Blessings & Best Wishes (BBW) is an assortment of inspirational and religious cards.

Mill Brook Studio English (MBU or MB) – This is an assortment of **unwrapped** Mill Brook cards. This line is available if the customer prefers to have their cards unwrapped. We also have unwrapped Seasonal cards.



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

Rosedale Everyday (RD) Everyday and Seasonal Cards

Humor Me (HM) is an assortment Rosedale Theme with funny, edgy and witty humor.

Rosedale Ages (RAG) is an assortment Theme with ages ranging from 1-100.

Just Fur You (JFY) is a Rosedale Just Fur You combines both pet cards and humor cards into a very attractive and unique line of greeting cards.

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

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

Rosedale Gold (RG) is the *high end* addition to our line. The “Easy as 1,2,3 program” which was introduced to our customers in early 2015.

Rosedale Gold Humor Me (HMG) is an assortment Rosedale Gold Theme with funny, edgy and witty humor

Rosedale Gold Blank (RGL) is an assortment Rosedale Gold Theme which allows you a chance to personalize your message on contemporary and traditional designs for any occasion.

Handmade Greeting Cards (MH) is an assortment of handcrafted and embellished everyday all occasion greeting cards

All Greeting Cards are designed by our Creative Department at our Head Office. We are always updating and adding new designs for all occasions, seasons and feelings.



ANCILLARY PRODUCTS

In 2010, Aline added a full selection of Everyday and Seasonal Christmas ancillary products to our lineup. This has catapulted Aline to be a 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 products to decorate that special gift or to hold a gift card for the “hard-to-buy-for” person on your list.

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.

ORDER FORMS

ORDER FORMS CAN BE FOUND IN STAFF ACCESS UNDER PRINTABLE FORMS (CA) OR PRINTABLE FORMS (US)

*****MAKE SURE ALL CARD ORDERS MEET OUR MINIMUM REQUIREMENT OF \$250.00 CANADA AND \$200.00 US FOR FREE SHIPPING*****

APPROXIMATE REQUIRED PACKS BASED ON STANDARD PRICING:

70 PACKS CA / 56 PACKS US \$1.00 CARDS (Based on \$0.60 per card)

35 PACKS CA / 28 PACKS US \$2.00 CARDS (Based on \$1.20 per card)

47 PACKS CA / 37 PACKS US \$3.00 CARDS (Based on \$1.80 per card)

ORDER FORM # 1

ALINE GREETINGS Tel: 1-800-790-1280 Fax: 1-800-771-7633
Customer Service: 1-800-771-7633

Date: _____ Ship to: _____
Store Name: _____
Address: _____

Card line: _____

BACK "A"	BACK "B"	BACK "C"	BACK "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
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17 81	17 81	17 81	17 81
18 82	18 82	18 82	18 82
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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
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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

FREE SHIPPING on orders over \$250. Orders less than \$250 \$15 freight charge.

NOTES:

DESIGNER ORDER FORM # 2

ALINE GREETINGS Tel: 1-800-790-1280 Fax: 1-800-771-7633
Customer Service: 1-800-771-7633

Date: _____ Ship to: _____
Store Name: _____
Address: _____

Card line: _____

BACK "A"	BACK "B"	BACK "C"	BACK "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

FREE SHIPPING on orders over \$250. Orders less than \$250 \$15 freight charge.

NOTES:

CREDIT AND RE-BILL

A-Line Greetings offers a program called Credit and Re-Bill to customers for their seasonal product. Please note **not** all customers are on this program. This is a process of doing credits that will be used for rebilling in the following year for that season. The returns will be stored in under the racks or an agreed place somewhere else in the store. For the store owner, their credit is applied on the account. 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 known as auto seasonal. If the customer isn't on Auto Seasonal you will be required to order seasonal cards for the upcoming season based on what is already in the store and what is required to fill the seasonal section.

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

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 is available in the Internal Forms.

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 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 an 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 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. This 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

Key points to remember:

1. Don't use email as an excuse to avoid personal contact

Don't forget the value of face-to-face or even voice-to-voice communication. Email 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 email." If you have a problem with someone, speak with that person directly. Don't use email 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 hand. 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 email

Have you ever attempted sarcasm in an email, and the recipient took it the wrong way? Email communication can't convey the nuances of verbal communication. 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 email isn't private

Email 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 email over the Internet is not secure. Never put in an email message anything that you wouldn't put on a postcard. Remember that email 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 email

Send group email 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 email 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 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 only results in more email. After receiving reply to 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 unintentional 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 email to your home email 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. Also, do not use a lot of colors or graphics embedded in your message because not everyone uses an email 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 makes 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 must 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 leads 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; include 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:

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

Office Departments

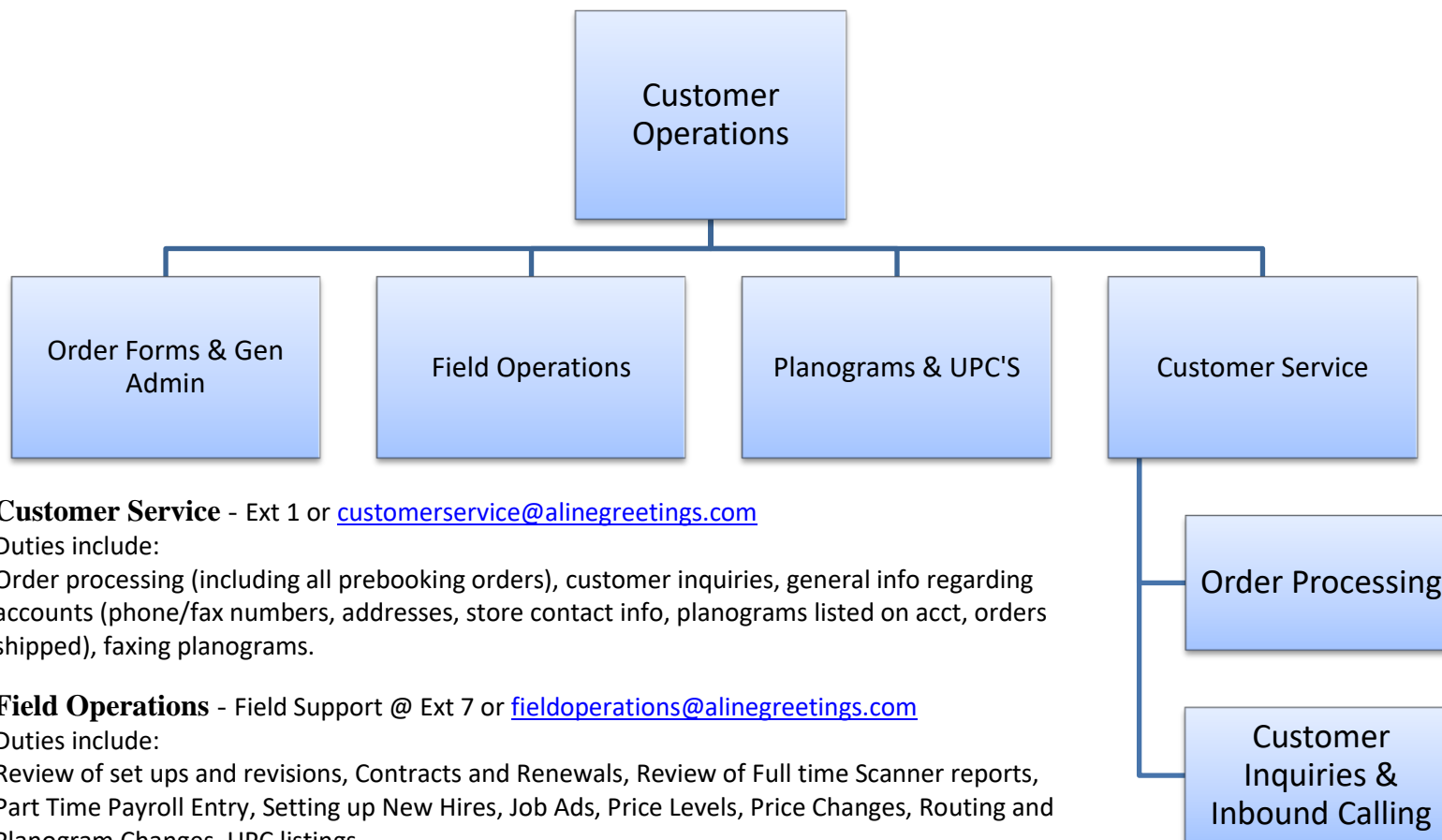
Customer Operations

Provide customer support, order management, and reporting. Partner with the Sales Team to help drive sales increases and control expenses.

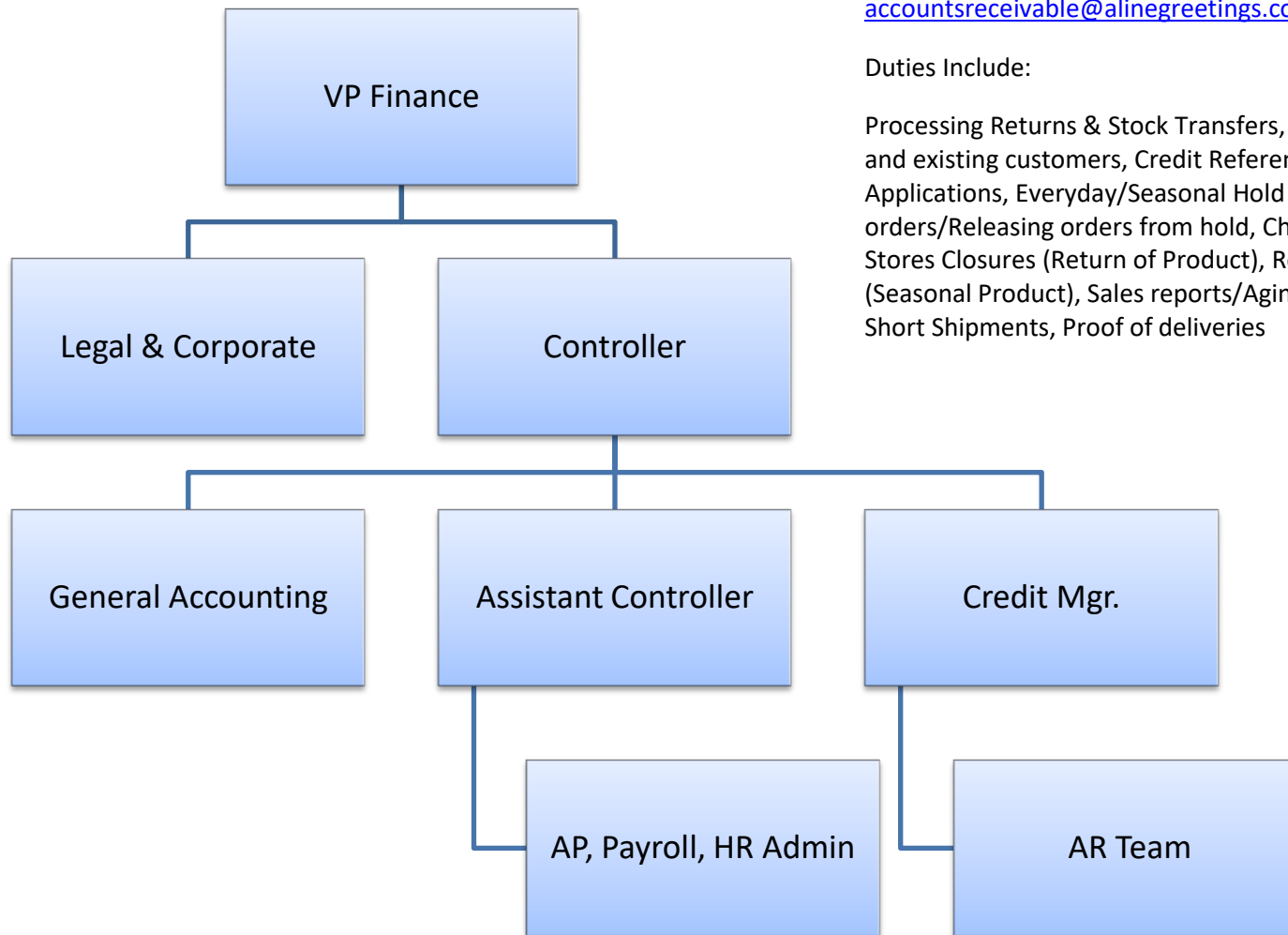
Financial Services

Provide General Accounting Functions and support the business decision making process with accurate and timely analysis and metrics

CUSTOMER OPERATIONS DEPARTMENT



FINANCIAL SERVICES



Accounts Receivable - Ext 6

accountsreceivable@alinegreetings.com

Duties Include:

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, Cheques with Setup Follow up, Stores Closures (Return of Product), Reconciling Rep accounts (Seasonal Product), Sales reports/Aging report, Price Adjustments, 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. In the previous couple of pages we had included only a single extension for the Customer Service, Field Operations and Accounts Receivable department instead of listing out all the members of the departments with their extensions attached.

As there are over 200+ field personnel in Canada and the US, 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 across both countries; 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.



A-Line Greetings

Tel: 1-800-790-1280 Fax: 1-800-771-7633
Email: customerservice@alinegreetings.com
Website: www.ALineGreetings.com

PAY STUBS

Please note that for all Field Staff your pay stubs are not mailed directly to you. To get copies of your pay stubs you must log into your ADP payroll account. With your first payroll you will receive 2 emails, one from our payroll department with instructions to set up your ADP payroll account and one directly from ADP with an activation code. You are required to sign-up for an A-line ADP account, regardless of if you already have another account with a different employer, your account should be set up within 5 days of receiving these emails.