



## HERSCHEL SUPPLY CO.

### Frequently Asked Questions

- **WHO IS HERSCHEL?**
  - Herschel is a leading global lifestyle brand that manufactures the finest quality goods and accessories. One of the promotional industry's most highly sought bag brands, it's sold in over 10,000 stores globally.
- **IS HERSCHEL EXCLUSIVE TO PCNA?**
  - Yes, PCNA is the only authorized supplier permitted to decorate Herschel bags.
- **WHAT ARE THE HERSCHEL BRAND MARKETING GUIDELINES?**
  - Marketing and/or promotion of the Herschel brand and its products online (via distributor websites, social media or email) is prohibited.
  - The creation of marketing and/or promotional material (print or online) featuring the Herschel brand or its products is prohibited.
  - Using PCNA's approved marketing collateral is permitted for presentations and any related sales activity (as long as this is limited to direct end-client sales efforts).
- **ARE THERE ADDITIONAL DISCOUNTS AVAILABLE?**
  - There are no discounts available beyond fifth-column quantities.
- **CAN I ORDER BLANKS?**
  - Herschel is only available for decorated orders. Blank product is available for sample orders only.
- **WHAT ARE MY DECORATION OPTIONS?**
  - "Non-Standard Location" requests are not available.
  - Only "Standard Locations" are available. Standard locations are listed on the individual product pages.
- **ARE THERE ANY DECORATION RESTRICTIONS?**
  - In alignment with the Herschel brand, we are unable to decorate Herschel items with logos from select industries, including:
    - Oil and gas
    - Adult entertainment
    - Alcohol
    - Smoking and vaping
    - Pharmaceutical
    - Cosmetic surgery
    - Political channels
    - Education
    - Sports and Athletics
  - Contact customer service for additional information.
- **IS HERSCHEL AVAILABLE FOR SureShip®?**
  - No. Standard lead times apply.
- **IS THERE A DIFFERENCE BETWEEN PCNA STOCK AND WHAT HERSCHEL SELLS IN RETAIL?**
  - Our styles are exactly the same as Herschel retail styles.