



HERSCHEL SUPPLY CO.

Frequently Asked Questions & Brand Guidelines

- **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 product 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 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 manufacturers*
 - Political channels
 - Casinos/gambling*
 - College bookstores*

*Contact customer service for additional information.

- **IS HERSCHEL AVAILABLE FOR RESALE?**

- No. Orders for Retail, eCommerce or other Brick and Mortar channels that would resell decorated Herschel product obtained through PCNA are prohibited.

- **IS HERSCHEL EXCLUSIVE TO PCNA?**

- Yes, PCNA is the only authorized supplier permitted to decorate Herschel bags.

- **CAN I ORDER BLANKS?**

- Herschel is only available for decorated orders. Blank product is available for sample orders only.

- **IS HERSCHEL AVAILABLE FOR SureShip®?**

- Yes. If the artwork does not fall within the industry restrictions listed above.

- **IS THERE A DIFFERENCE BETWEEN PCNA STOCK AND WHAT HERSCHEL SELLS IN RETAIL?**

- Our styles are exactly the same as Herschel retail styles.

- **CAN HERSCHEL ITEMS BE INCLUDED IN PROGRAMS?**

- Yes, however the following restrictions apply:
 - Program orders must not fall under the restricted industries above.
 - Programs must be offered on a password-protected employee website.
 - The inclusion of Herschel into a Program must be approved by PCNA.