



HERSCHEL SUPPLY CO.

Frequently Asked Questions

- **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).
- **IS HERSCHEL EXCLUSIVE TO PCNA?**
 - Yes, PCNA is the only authorized supplier permitted to decorate Herschel bags.
- **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.
- **CAN I ORDER LESS THAN MINIMUM QUANTITIES?**
 - No "Less Than Minimum" requests will be granted for any customer or program.
- **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
 - 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 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.
- **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.