

Private Brand Request Form

Before you submit your request, you must provide a product sample. After approval, this form must be filled out and approved by the PL team before any packaging is created.

Brand Request:_____ Product Description:_____

Existing item? ☐ Yes ☐ No Special Buy ☐ or POG Item? ☐ SKU:_____

Import or Domestic?:_____ Country of Origin:_____

Landed Cost:_____ Retail:_____ Margin %:_____

Sales (\$) Projection:_____ Estimated Store Arrival Time:_____

Checked & confirmed whether there are any special import, duty, or exercise taxes on product ☐

Vendor Name and Number:_____

Assigned Buyer or Manager:_____

Associate Seeking Approval:_____ Date:_____

STOP: Please email to privatebrands@ruralking.com. They will fill out next sections

Marketing

VP of Marketing: ☐

Signature:_____ Date:_____

Additional marketing notes:_____

Legal

5. No known IP issues ☐

6. Checked for applicable federal & other government regulations (EPA, Label Law, FOC, FDA, etc.) ☐

Applicable notes (including testing, trademark, etc.):_____

Legal: ☐ Trademark Search Done ☐

Signature:_____ Date:_____

Additional Legal notes:_____

Admin C

1. Confirmed vendor has PLI ☐ 2. Vendor has signed vendor agreement ☐

3. Confirmed trademark registration & rights (BT, CREE, etc.) ☐

4. Given proof of 3rd party testing (ETL, UL, CSA, ASTM, etc.) ☐

Purchasing

VP of Purchasing: ☐ CMO: ☐

Signature:_____ Date:_____

Additional dsitributing notes:_____