



ARETT SALES

2020 Co-Op Packet

A FREE SERVICE FOR ARETT SALES CUSTOMERS

2020 Co-Op Index

Manufacturer # and Name	Offering	Claims submission deadline*
A93 Arborjet Inc.	2%	11/30/2020
B08 SBM Life Science Company	3%	9/30/2020
B70 Bonide Products Inc.	2.50%	9/30/2020
C86 Coles Wild Bird Prod	5%	12/31/2020
D99 Dynamic Solutions	2%	12/31/2020
E07 Ecological Laboratories	3%	12/31/2020
E60 The Espoma Company	3%	10/30/2020
G81 Lebanon Seaboard Corp.	1.50%	9/30/2020
H28 Good Earth Organics Corp.	3%	10/31/2020
H51 Hydrofarm INC	3%	12/30/2020
I22 I Must Garden	3%	8/1/2020
J20 Jonathan Green	See Details	11/30/2020
L54 Lightning Nuggets INC	1%	1/31/2021
M06 Shake-away	5%	9/30/2020
M09 Michigan Peat Co.	3%	11/30/2020
N17 Ocean Crest Seafoods	\$1 per case	12/31/2020
N70 Wilt-Pruf Products, Inc.	50%	12/31/2020
P19 JR Peters Inc.	3%	12/31/2020
P82 Premier Horticulture Inc.	5%	3/30/2020
S09 THE SCOTTS COMPANY	8%	12/1/2020
S106 SANCO INDUSTRIES	50%	10/30/2020
S79 Summit Chemical Co.	3%	11/1/2020
S84 SUN GRO HORTICULTURE	4%	9/1/2020
T70 Terra Verde	3%	12/31/2020
V60A..... Voluntary Purch Group INC	6%	12/31/2020
W82 Wild Valley Farms	3%	9/1/2020

Claim Form on last page; please make copies to use year round.

*** We cannot guarantee manufacturer will receive claims by deadline if claims are received by Arett less than 2 weeks prior to manufacturer deadline.**



ARETT SALES

Arborjet Inc. (A93)

2020 Co-Op Program for Retailers

Another FREE service for the customers of Arett Sales!

ARBORJET®
Revolutionary Plant Health Solutions

Co-Op Program Details

Accrual: 2% of net purchases

Purchase Dates: 09/01/2019 - 08/31/2020

Maximum Paid At: 100%

Advertising Dates

Time period in which advertising must occur: 02/01/2020 - 10/31/2020

Claims Deadline

All claims must be submitted by 11/30/2020

Claims should be submitted within 60 Days

Advertising Requirements

Prior Approval & digital or print version of ads with submission

Acceptable Mediums (☉ = not accepted; ☑ = accepted)

☑ Newspaper

☑ Radio

☑ Direct Mail

☑ Television

☑ Digital Media

☑ Social Media

Other:

Claims Remittance

Claims MUST BE SENT DIRECTLY TO MANUFACTURER

Kristin Nikodemski
Arborjet
99 Blueberry Hill Rd
Woburn, MA 01801



ARETT SALES

SBM Life Science Company (B08) 2020 Co-Op Program for Retailers

Another FREE service for the customers of Arett Sales!



Co-Op Program Details

Accrual: 3% of net purchases

Purchase Dates: 10/01/2019 - 09/30/2020

Maximum Paid At: 100%

Advertising Dates

Time period in which advertising must occur: 10/01/2019 - 09/30/2020

Claims Deadline

All claims must be submitted by 09/30/2020

Claims should be submitted within 60 Days

Advertising Requirements

Proof of purchase.

Acceptable Mediums (☉ = not accepted; ☑ = accepted)

☑ Newspaper

☑ Radio

☑ Direct Mail

☑ Television

☑ Digital Media

☑ Social Media

Other: In Store Fliers

Claims Remittance

Claims must go through Arett Sales

Pam Wonderlin
Arett Sales Corp.
9285 Commerce Hwy
Pennsauken, NJ 08110



2019-2020 SBM Life Science Company Retailer Co-op & Advertising Policy Effective 10/1/19 to 9/30/20

Program Rules

All ads will be paid **3%** of purchases earned from co-op fund. Co-op funds are accrued at **3%** of net purchases (and shipments) at dealer wholesale cost.

Reimbursements are available solely to retailers selling SBM/BioAdvanced products directly to the consumer.

Ask your SBM Life Science Sales Manager for additional promotional opportunities

All Retailer Ads run between October 1st via September 30th are eligible for reimbursement.

Co-op claims must be submitted within 60 days of the date of the ad. Effective co-op accrual dates are 10/1/19 to 9/30/20.

All participating retailers must provide proof of purchase/qualifying orders prior to submitting a claim for reimbursement. The reimbursement procedure is outlined below. Any accrued funds remaining after September 30, 2020 are forfeited. **No claims will be accepted after September 30, 2020.**

To be eligible for co-op **credit** reimbursement, the advertisement must be 100% consumer targeted. Examples of this include:

Newspaper, Radio, Television, Direct Mail and In Store Fliers. **Any other method(s) must be pre-approved by your SBM Life Science Sales Manager.**

Reimbursement applies only towards the cost of space or time directly devoted toward SBM Life Science products and not towards art/production or any other cost of the advertisement.

To be reimbursed, all printed materials must include the following:

- A.** Picture of the Bio Advanced/SBM Life Science product
- B.** **A minimum of 2 feature statements about the Bio Advanced product**
- C.** Advertising funds can be denied if competitive products appear in the same ad
- D.** Product Images are available at: **www.extranet.Bioadvanced.com**

Reimbursement Procedure:

In order to receive credit reimbursement, retailers are to send all claims to their **distributor**. Distributor will **submit all claims directly** to your SBM Life Science Sales Manager.

In order to process the claim - all of the below must be submitted:

- 1. Proof of Purchases from Distributor (i.e.: purchase recaps)
- 2. Copy of the Advertisement
- 3. Tear Sheet/Media invoice detailing the:
 - a. Date of ad
 - b. Ad size
 - c. Total Cost of Ad
 - d. Cost proportioned to SBM Life Science
- 4. **Once claim has been submitted and approved for payment - distributor will issue a credit directly to the retailer.**



ARETT SALES

Bonide Products Inc. (B70)

2020 Co-Op Program for Retailers

Another FREE service for the customers of Arett Sales!



Co-Op Program Details

Accrual: 2.5% of net purchases

Purchase Dates: 10/01/2019 - 09/30/2020

Maximum Paid At: 100%

Advertising Dates

Time period in which advertising must occur: 02/01/2020 - 09/30/2020

Claims Deadline

All claims must be submitted by 09/30/2020

Claims should be submitted within 60 Days

Advertising Requirements

No competitive products with the ad; tearsheets, invoice

Acceptable Mediums (☉ = not accepted; ☑ = accepted)

☑ Newspaper

☉ Digital Media

☑ Radio

☉ Social Media

☑ Direct Mail

Other:

☑ Television

Claims Remittance

Claims MUST BE SENT DIRECTLY TO MANUFACTURER

Co-Op Claim Department

Bonide

6301 Sutliff Road

Oriskany, NY 13424



ARETT SALES

Coles Wild Bird Prod (C86)
2020 Co-Op Program for Retailers

Another FREE service for the customers of Arett Sales!



Co-Op Program Details

Accrual: 5% of previous year's purchases

Purchase Dates: 01/01/2019 - 12/31/2019

Maximum Paid At: 50%

Advertising Dates

Time period in which advertising must occur: 01/01/2020 - 12/20/2020

Claims Deadline

All claims must be submitted by 12/31/2020

Claims should be submitted within 90 Days

Advertising Requirements

Tear sheet and invoice

Acceptable Mediums (☐ = not accepted; ☑ = accepted)

☑ Newspaper

☐ Digital Media

☑ Radio

☐ Social Media

☑ Direct Mail

Other:

☑ Television

Claims Remittance

Claims MUST BE SENT DIRECTLY TO MANUFACTURER

Sindy Worton

Cole's Wild Bird Products

1325-F Cobb Intl Drive

Kennesaw, GA 30152



ARETT SALES

Dynamic Solutions (D99) 2020 Co-Op Program for Retailers

Another FREE service for the customers of Arett Sales!



Co-Op Program Details

Accrual: 2% of net purchases limited to 50% of ad cost per ad

Purchase Dates: 01/01/2020 - 12/31/2020

Maximum Paid At:

Advertising Dates

Time period in which advertising must occur: 05/01/2020 - 12/01/2020

Claims Deadline

All claims must be submitted by 12/31/2020

Claims should be submitted within 60 Days

Advertising Requirements

prior approval, proof of ad afterwards

Acceptable Mediums (☐ = not accepted; ☑ = accepted)

☑ Newspaper

☐ Radio

☑ Direct Mail

☐ Television

☑ Digital Media

☐ Social Media

Other:

Claims Remittance

Claims must go through Arett Sales

Pam Wonderlin
Arett Sales Corp.
9285 Commerce Hwy
Pennsauken, NJ 08110



ARETT SALES

Ecological Laboratories (E07) 2020 Co-Op Program for Retailers

Another FREE service for the customers of Arett Sales!



Co-Op Program Details

Accrual: 3% of paid invoices

Purchase Dates: 01/01/2020 - 12/31/2020

Maximum Paid At:

Advertising Dates

Time period in which advertising must occur: 01/01/2020 - 12/31/2020

Claims Deadline

All claims must be submitted by 12/31/2020

Claims should be submitted within 30 Days

Advertising Requirements

Proof of ad, Proof of cost of ad and detailed billing how invoiced co op amount is determined

Acceptable Mediums (☐ = not accepted; ☑ = accepted)

☑ Newspaper

☐ Radio

☑ Direct Mail

☐ Television

☐ Digital Media

☐ Social Media

Other:

Claims Remittance

Claims must go through Arett Sales

Pam Wonderlin

Arett Sales Corp.

9285 Commerce Hwy

Pennsauken, NJ 08110



The Espoma Company (E60)
2020 Co-Op Program for Retailers
Another FREE service for the customers of Arett Sales!



Co-Op Program Details

Accrual: 3% of net purchases

Purchase Dates: 01/01/2020 - 12/31/2020

Maximum Paid At: 100%

Advertising Dates

Time period in which advertising must occur: 03/01/2020 - 10/31/2020

Claims Deadline

All claims must be submitted by 10/30/2020

Claims should be submitted within 60 Days

Advertising Requirements

Tear Sheet / Script; Publisher's Invoice; Proof of Purchase

Acceptable Mediums (☉ = not accepted; ☑ = accepted)

☑ Newspaper

☉ Radio

☑ Direct Mail

☉ Television

☑ Digital Media

☉ Social Media

Other:

<https://espomadealer.com/co-op-policy/>

Claims Remittance

Claims MUST BE SENT DIRECTLY TO MANUFACTURER

David Mountford
The Espoma Company
6 Espoma Road
Millville, NJ 08332



Dealer Cooperative Advertising Program/Policy

The Espoma Company will pay the cost of advertising space devoted to Espoma branded products up to 3% of the dealer's net purchases. This policy is subject to the restrictions below*.

Restrictions – All Media

- A product image is required from company supplied artwork. All images must be up to date – you may obtain images at: https://espomadealer.com/images_sds/
- Espoma products must NOT be shown adjacent to competing brands or be used in “Compare & Save” ads.
- Espoma will NOT reimburse for agency commissions, production costs, special position charges, or special handling charges.
- Espoma will NOT reimburse for advertising space devoted to Espoma Holly-tone and/or Plant-tone 50lb. Commercial SKU's*
- Ads must run between March 1 and October 31.
- Claims must be submitted within 60 days after the ad is run. No claims will be accepted for the prior year's advertisements. Minimum claim is \$45.
- Espoma will only reimburse for the cost of space devoted to Espoma products.
- Use of Co-op for employee apparel is not acceptable.
- All radio, television, email messages and Internet marketing/advertising require prior approval for reimbursement.

Requirements for Print Claim:

- Full page tear sheet of the ad (no photocopies, video, or email message).
- Publisher's invoice
- Proof of purchases (invoices) to establish budget.
- Incomplete claims will be returned for required documentation.

Send claim to:

The Espoma Company / Cooperative Advertising Dept.
6 Espoma Rd.
Millville, NJ 08332

E Mail / E Marketing Co-Op Policy

- The Espoma Company will reimburse for email campaigns on the following schedule:
 - Espoma brands shown with other products \$4 / m messages sent
 - Email dedicated to only Espoma brands \$8 / m messages sent
 - Maximum payment per email message is \$100

Requirements for E Mail Claim:

- A copy of the email message
- A statement from an email list manager (i.e. Constant Contact) noting the following:
 - The total number or recipients
 - Date & time the message was sent
 - The bounce, open & click through rates associated with the message one week or more from the day of delivery.
- The Espoma Company cannot reimburse for activity at social media sites such as Facebook, Twitter or Pinterest.
- If a custom email marketing plan is desired please contact your Espoma Territory Sales Manager



ARETT SALES

Lebanon Seaboard Corp. (G81) 2020 Co-Op Program for Retailers

Another FREE service for the customers of Arett Sales!



Co-Op Program Details

Accrual: net purchases

Purchase Dates: 10/28/2019 - 09/30/2020

Maximum Paid At:

Advertising Dates

Time period in which advertising must occur: 10/28/2019 - 09/30/2020

Claims Deadline

All claims must be submitted by 09/30/2020

Claims should be submitted within 30 Days

Advertising Requirements

copy of add or invoice from retailer

Acceptable Mediums (☉ = not accepted; ☑ = accepted)

☑ Newspaper

☑ Radio

☑ Direct Mail

☑ Television

☉ Digital Media

☑ Social Media

Other:

Claims Remittance

Claims MUST BE SENT DIRECTLY TO MANUFACTURER

Mark Griffith
Lebanon Seaboard
1600 E Cumberland St
Lebanon, PA 17042



ARETT SALES

Good Earth Organics Corp. (H28)
2020 Co-Op Program for Retailers

Another FREE service for the customers of Arett Sales!



Co-Op Program Details

Accrual: 3% OF NET PURCHASES

Purchase Dates: 09/08/2019 - 09/30/2020

Maximum Paid At:

Advertising Dates

Time period in which advertising must occur: 09/08/2019 - 09/30/2020

Claims Deadline

All claims must be submitted by 10/31/2020

Claims should be submitted within 30 Days

Advertising Requirements

original ad & invoice/prorated cost/proof of \$ purchases made from Good Earth thru Arett

Acceptable Mediums (☉ = not accepted; ☑ = accepted)

☑ Newspaper

☑ Radio

☑ Direct Mail

☑ Television

☑ Digital Media

☑ Social Media

Other: internet

Claims Remittance

Claims MUST BE SENT DIRECTLY TO MANUFACTURER

Good Earth Organics Corp

PO Box 290

LANCASTER, NY 14086



ARETT SALES

Hydrofarm INC (H51)
2020 Co-Op Program for Retailers
Another FREE service for the customers of Arett Sales!



Co-Op Program Details

Accrual: 3% of accrued purchases up to 100% of ad

Purchase Dates: 01/01/2020 - 12/31/2020

Maximum Paid At: 100%

Advertising Dates

Time period in which advertising must occur: 01/01/2020 - 12/31/2020

Claims Deadline

All claims must be submitted by 12/30/2020

Claims should be submitted within 90 Days

Advertising Requirements

proof of performance required

Acceptable Mediums (☉ = not accepted; ☑ = accepted)

☑ Newspaper

☉ Radio

☑ Direct Mail

☑ Television

☉ Digital Media

☑ Social Media

Other:

Claims Remittance

Claims must go through Arett Sales

Pam Wonderlin
Arett Sales Corp.
9285 Commerce Hwy
Pennsauken, NJ 08110



ARETT SALES

I Must Garden (I22) 2020 Co-Op Program for Retailers

Another FREE service for the customers of Arett Sales!



Co-Op Program Details

Accrual: 3% of Net Purchases

Purchase Dates: 01/01/2019 - 12/31/2019

Maximum Paid At: 100%

Advertising Dates

Time period in which advertising must occur: 02/01/2020 - 06/01/2020

Claims Deadline

All claims must be submitted by 08/01/2020

Claims should be submitted within 60 Days

Advertising Requirements

Prior Approval, submit claim with original ad

Acceptable Mediums (☉ = not accepted; ☑ = accepted)

☑ Newspaper

☉ Digital Media

☑ Radio

☉ Social Media

☑ Direct Mail

Other:

☑ Television

Claims Remittance

Claims MUST BE SENT DIRECTLY TO MANUFACTURER

ATT: Coop Adv

I Must Garden

1500 Garner Rd - Ste D

Raleigh, NC 27610



ARETT SALES

Jonathan Green (J20) 2020 Co-Op Program for Retailers

Another FREE service for the customers of Arett Sales!



Co-Op Program Details

Accrual: Only during early order period- 7% for November delivery, 4% for December delivery, and 2% for January & February delivery

Purchase Dates: 11/01/2019 - 02/28/2020

Maximum Paid At:

Advertising Dates

Time period in which advertising must occur: 02/13/2020 - 10/31/2019

Claims Deadline

All claims must be submitted by 11/30/2020

Claims should be submitted within 60 Days

Advertising Requirements

See Co-Op site- <http://jonathangreenads.com/index.php/ad-fund-policy/>

Acceptable Mediums (☐ = not accepted; ☒ = accepted)

☒ Newspaper

☐ Digital Media

☒ Radio

☐ Social Media

☒ Direct Mail

Other:

☒ Television

Claims Remittance

Claims MUST BE SENT DIRECTLY TO MANUFACTURER

Gage Warren

Jonathan Green

P.O. Box 326

Farmingdale, NJ 07727



ARETT SALES

Lightning Nuggets INC (L54)
2020 Co-Op Program for Retailers
Another FREE service for the customers of Arett Sales!



Co-Op Program Details

Accrual: 1% of net receipts

Purchase Dates: 01/01/2019 - 12/31/2019

Maximum Paid At: 100%

Advertising Dates

Time period in which advertising must occur: 01/01/2020 - 12/31/2020

Claims Deadline

All claims must be submitted by 01/31/2021

Claims should be submitted within 90 Days

Advertising Requirements

Acceptable Mediums (☐ = not accepted; ☒ = accepted)

☒ Newspaper

☐ Radio

☒ Direct Mail

☐ Television

☒ Digital Media

☒ Social Media

Other:

Claims Remittance

Claims must go through Arett Sales

Pam Wonderlin
Arett Sales Corp.
9285 Commerce Hwy
Pennsauken, NJ 08110



ARETT SALES

Shake-away (M06)

2020 Co-Op Program for Retailers

Another FREE service for the customers of Arett Sales!



Co-Op Program Details

Accrual: 5% of Net Purchases

Purchase Dates: 09/01/2019 - 08/31/2020

Maximum Paid At: 100%

Advertising Dates

Time period in which advertising must occur: 09/01/2019 - 08/31/2029

Claims Deadline

All claims must be submitted by 09/30/2020

Claims should be submitted within 30 Days

Advertising Requirements

Proof of Performance, prior approval & original ads

Acceptable Mediums (☉ = not accepted; ☑ = accepted)

☑ Newspaper

☑ Radio

☑ Direct Mail

☉ Television

☑ Digital Media

☑ Social Media

Other:

Claims Remittance

Claims MUST BE SENT DIRECTLY TO MANUFACTURER

Maureen Musco
Shake-Away
2330 Whitney Avenue
Hamden, CT 06518



ARETT SALES

Michigan Peat Co. (M09)

2020 Co-Op Program for Retailers

Another FREE service for the customers of Arett Sales!

MICHIGAN PEAT COMPANY

Co-Op Program Details

Accrual: Baccto retail products

Purchase Dates: 11/01/2019 - 10/31/2020

Maximum Paid At: 100%

Advertising Dates

Time period in which advertising must occur: 11/01/2019 - 10/31/2020

Claims Deadline

All claims must be submitted by 11/30/2020

Claims should be submitted within 60 Days

Advertising Requirements

proof of use

Acceptable Mediums (☉ = not accepted; ☑ = accepted)

☒ Newspaper

☒ Radio

☒ Direct Mail

☒ Television

☒ Digital Media

☒ Social Media

Other:

Claims Remittance

Claims MUST BE SENT DIRECTLY TO MANUFACTURER

Tom Roth

Michigan Peat

P.O. Box 980129

Houston, TX 77098



Ocean Crest Seafoods (N17)
2020 Co-Op Program for Retailers
Another FREE service for the customers of Arett Sales!



Co-Op Program Details

Accrual: \$1.00 per case ordered

Purchase Dates: 01/01/2020 - 12/31/2020

Maximum Paid At:

Advertising Dates

Time period in which advertising must occur: 01/01/2020 - 12/12/2020

Claims Deadline

All claims must be submitted by 12/31/2020

Claims should be submitted within 90 Days

Advertising Requirements

Proof of ad, and proof of how many cases purchased

Acceptable Mediums (☉ = not accepted; ☑ = accepted)

☒ Newspaper

☒ Radio

☒ Direct Mail

☒ Television

☒ Digital Media

☒ Social Media

Other:

Claims Remittance

Claims must go through Arett Sales

Pam Wonderlin
Arett Sales Corp.
9285 Commerce Hwy
Pennsauken, NJ 08110



Wilt-Pruf Products, Inc. (N70)
2020 Co-Op Program for Retailers
Another FREE service for the customers of Arett Sales!



Co-Op Program Details

Accrual: 50% of cost of any media ad at local rates. No limit, 50/50 is not predicated on purchases.

Purchase Dates: 01/01/2020 - 12/31/2020

Maximum Paid At:

Advertising Dates

Time period in which advertising must occur: 01/01/2020 - 12/31/2020

Claims Deadline

All claims must be submitted by 12/31/2020

Claims should be submitted within 30 Days

Advertising Requirements

Tear sheet and copy of invoice at local rates.

Acceptable Mediums (☐ = not accepted; ☒ = accepted)

☒ Newspaper

☐ Radio

☒ Direct Mail

☐ Television

☐ Digital Media

☐ Social Media

Other:

Claims Remittance

Claims MUST BE SENT DIRECTLY TO MANUFACTURER

Cindy Marella
Wilt Pruf Products
P.O. Box 469
Essex, CT 06426



ARETT SALES

JR Peters Inc. (P19)

2020 Co-Op Program for Retailers

Another FREE service for the customers of Arett Sales!



Co-Op Program Details

Accrual: Reimbursement of up to 3.0% of retailer invoices.

Purchase Dates: 01/01/2020 - 12/31/2020

Maximum Paid At:

Advertising Dates

Time period in which advertising must occur: 01/01/2020 - 12/31/2020

Claims Deadline

All claims must be submitted by 12/31/2020

Claims should be submitted within 60 Days

Advertising Requirements

No competing products in ad, Use of current Jack's Classic logo or product photos required for all print ads, Use of phrase "...from JR PETERS INC " required for all ad copy

Acceptable Mediums (☉ = not accepted; ☑ = accepted)

☒ Newspaper

☒ Radio

☒ Direct Mail

☒ Television

☒ Digital Media

☒ Social Media

Other:

Claims Remittance

Claims must go through Arett Sales

Pam Wonderlin

Arett Sales Corp.

9285 Commerce Hwy

Pennsauken, NJ 08110



ARETT SALES

Premier Horticulture Inc. (P82)
2020 Co-Op Program for Retailers

Another FREE service for the customers of Arett Sales!

PROMIX

Co-Op Program Details

Accrual: 5% of net purchases of retail PROMIX products

Purchase Dates: 07/01/2019 - 06/30/2020

Maximum Paid At: 50%

Advertising Dates

Time period in which advertising must occur: 03/01/2020 - 09/30/2020

Claims Deadline

All claims must be submitted by 03/30/2020

Claims should be submitted within 90 Days

Advertising Requirements

Proof of publicity with invoice of marketing cost

Acceptable Mediums (☉ = not accepted; ☑ = accepted)

☑ Newspaper

☑ Radio

☑ Direct Mail

☑ Television

☑ Digital Media

☑ Social Media

Other: Promotional Merchandise

Claims Remittance

Claims MUST BE SENT DIRECTLY TO MANUFACTURER

Guy Arseneault

Premier Tech

1 Avenue Premier

Riviere-du-Loup, G5R6C1 Qc



ARETT SALES

THE SCOTTS COMPANY (S09)
2020 Co-Op Program for Retailers

Another FREE service for the customers of Arett Sales!



Co-Op Program Details

Accrual: 8% of net purchase- excludes Durables, Mulch Products & Tomcat

Purchase Dates: 12/01/2019 - 01/31/2020

Maximum Paid At: 100%

Advertising Dates

Time period in which advertising must occur: 12/01/2019 - 11/30/2020

Claims Deadline

All claims must be submitted by 12/01/2020

Claims should be submitted within 60 Days

Advertising Requirements

Acceptable Mediums (☉ = not accepted; ☑ = accepted)

☑ Newspaper

☑ Radio

☑ Direct Mail

☑ Television

☉ Digital Media

☑ Social Media

Other:

Claims Remittance

Claims MUST BE SENT DIRECTLY TO MANUFACTURER

Ad Fund Claims Team

Scotts Company

14111 Scottslawn Rd

Marysville, OH 43041



ARETT SALES

SANCO INDUSTRIES (S106)

2020 Co-Op Program for Retailers

Another FREE service for the customers of Arett Sales!



SANCO INDUSTRIES, INC.

Co-Op Program Details

Accrual: 50% OF AD COST UP TO \$300 PER AD

Purchase Dates: 10/01/2019 - 09/30/2020

Maximum Paid At: 100%

Advertising Dates

Time period in which advertising must occur: 10/01/2019 - 09/30/2020

Claims Deadline

All claims must be submitted by 10/30/2020

Claims should be submitted within 30 Days

Advertising Requirements

AD COPY

Acceptable Mediums (☐ = not accepted; ☑ = accepted)

☑ Newspaper

☐ Radio

☑ Direct Mail

☐ Television

☑ Digital Media

☑ Social Media

Other:

Claims Remittance

Claims MUST BE SENT DIRECTLY TO MANUFACTURER

VICKI GAGE

SANCO INDUSTRIES

1819 SOUTH CALHOUN ST

FORT WAYNE, IN 46858



ARETT SALES

Summit Chemical Co. (S79)
2020 Co-Op Program for Retailers
Another FREE service for the customers of Arett Sales!

Summit[®]
...responsible solutions

Co-Op Program Details

Accrual: 3% of net purchasing with proof of performance

Purchase Dates: 09/01/2018 - 08/31/2019

Maximum Paid At: 100%

Advertising Dates

Time period in which advertising must occur: 04/01/2020 - 09/01/2020

Claims Deadline

All claims must be submitted by 11/01/2020

Claims should be submitted within 60 Days

Advertising Requirements

1. Paid circulation newspapers, flyers, mailers, trade or consumer magazines (reimbursement based on a column inch method or page percentage). 2. Radio or television (broadcast time only) 3. Printed promotional literature and catalogues (printing cost only) 4. Other advertising categories only with prior written approval of Summit Sales Manager. Written estimate of cost must accompany request prior to approval.

Acceptable Mediums (☐ = not accepted; ☑ = accepted)

☑ Newspaper
☐ Digital Media

☑ Radio
☐ Social Media

☑ Direct Mail
Other:

☑ Television

Claims Remittance

Claims must go through Arett Sales

Pam Wonderlin
Arett Sales Corp.
9285 Commerce Hwy
Pennsauken, NJ 08110



ARETT SALES

SUN GRO HORTICULTURE (S84)
2020 Co-Op Program for Retailers

Another FREE service for the customers of Arett Sales!



Co-Op Program Details

Accrual: 4% of net sales

Purchase Dates: 01/01/2019 - 12/30/2019

Maximum Paid At: 100%

Advertising Dates

Time period in which advertising must occur: 01/01/2020 - 08/30/2020

Claims Deadline

All claims must be submitted by 09/01/2020

Claims should be submitted within 30 Days

Advertising Requirements

Original ads

Acceptable Mediums (☐ = not accepted; ☒ = accepted)

☒ Newspaper

☐ Radio

☒ Direct Mail

☐ Television

☐ Digital Media

☐ Social Media

Other:

Claims Remittance

Claims must go through Arett Sales

Pam Wonderlin
Arett Sales Corp.
9285 Commerce Hwy
Pennsauken, NJ 08110



ARETT SALES

Terra Verde (T70)
2020 Co-Op Program for Retailers

Another FREE service for the customers of Arett Sales!

TerraVerde®

Co-Op Program Details

Accrual: 3% of net purchases

Purchase Dates: 10/01/2019 - 09/30/2020

Maximum Paid At: 100%

Advertising Dates

Time period in which advertising must occur: 10/01/2019 - 08/30/2020

Claims Deadline

All claims must be submitted by 12/31/2020

Claims should be submitted within 60 Days

Advertising Requirements

proof of performance and invoice

Acceptable Mediums (☐ = not accepted; ☑ = accepted)

☑ Newspaper

☐ Radio

☑ Direct Mail

☐ Television

☐ Digital Media

☐ Social Media

Other:

Claims Remittance

Claims must go through Arett Sales

Pam Wonderlin
Arett Sales Corp.
9285 Commerce Hwy
Pennsauken, NJ 08110



ARETT SALES

Voluntary Purch Group INC (V60A) 2020 Co-Op Program for Retailers

Another FREE service for the customers of Arett Sales!



Co-Op Program Details

Accrual: 6% of our portion of the ad space

Purchase Dates: 11/01/2019 - 10/31/2020

Maximum Paid At: 100%

Advertising Dates

Time period in which advertising must occur: 11/01/2019 - 10/31/2020

Claims Deadline

All claims must be submitted by 12/31/2020

Claims should be submitted within 90 Days

Advertising Requirements

Original ads and copy of invoices

Acceptable Mediums (☐ = not accepted; ☒ = accepted)

☐ Newspaper

☐ Radio

☐ Direct Mail

☐ Television

☐ Digital Media

☐ Social Media

Other:

Claims Remittance

Claims MUST BE SENT DIRECTLY TO MANUFACTURER

Steve Leyland

VPG

520 Bergey Rd.

TELFORD, Pennsylvania 18969



ARETT SALES

Wild Valley Farms (W82) 2020 Co-Op Program for Retailers

Another FREE service for the customers of Arett Sales!



Co-Op Program Details

Accrual: 3% of purchases

Purchase Dates: 03/01/2020 - 06/30/2020

Maximum Paid At: 100%

Advertising Dates

Time period in which advertising must occur: 04/01/2020 - 07/31/2020

Claims Deadline

All claims must be submitted by 09/01/2020

Claims should be submitted within 30 Days

Advertising Requirements

Original Ads

Acceptable Mediums (☉ = not accepted; ☑ = accepted)

☑ Newspaper

☑ Radio

☑ Direct Mail

☑ Television

☉ Digital Media

☑ Social Media

Other:

Claims Remittance

Claims must go through Arett Sales

Pam Wonderlin
Arett Sales Corp.
9285 Commerce Hwy
Pennsauken, NJ 08110

ARETT SALES' 2020 CO-OP CLAIM FORM

IN ORDER TO ENSURE SWIFT AND ACCURATE PROCESSING OF ALL CLAIMS, THIS FORM
MUST BE SUBMITTED WITH EACH CO-OP CLAIM - OR THE CLAIM WILL BE RETURNED.
PLEASE COMPLETE A SEPARATE SHEET FOR EACH AD & MANUFACTURER (PLEASE PRINT CLEARLY)



Date: _____ Arett Customer #: (if you know it) _____

Store Name: _____

Store Mailing Address: _____

City/State/Zip: _____

YOUR CLAIM #: _____

(this number will be referenced on claim notification)

Your Name: _____

Signature: _____

Phone Number: _____

Fax Number: _____

E-Mail Address: _____

There are certain criteria that must be met for a claim to be considered legitimate by a manufacturer. The check list below reflects these criteria. If ALL criteria set out below cannot be met do not submit the claim - it will be rejected by the manufacturer and returned to you.

- ☐ Ad contains manufacturer's Logo
- ☐ Ad contains manufacturer's product images
- ☐ Ad contains product benefits and a price

All ads/direct mail must be submitted with proof of performance or the claim will be rejected by the manufacturer. The following documents must be submitted or do not submit the claim - it will be rejected by the manufacturer and returned to you.

- ☐ ORIGINAL AD: full newspaper page (tear sheets) or actual piece must be attached
- ☐ Distribution invoice must be attached
- ☐ Printing invoice must be attached

Please submit enough copies and originals of each of the above to send out to each manufacturer.

CLAIM WORKSHEET:

This form must be completed and attached to each claim for processing.

Ad Date: _____ Manufacturer Name: _____

Total Printing Cost: \$ _____ (invoice attached)

Distribution/Insertion Cost: \$ _____ (invoice attached)

Size of Advertised Piece: _____ " (L) x _____ " (W) = _____ square inch

Newspaper Ads ► Size of one full page: _____ (in inches)

Inserts/Circulars ► Total Number of Pages in your piece: _____

Measure each ad space used for the particular manufacturer. If one manufacturer appears several times in a piece, complete the various spaces below for each item

Ad Space 1: _____ " (L) x _____ " (W) Item on Page #: _____ Item Name: _____

Ad Space 2: _____ " (L) x _____ " (W) Item on Page #: _____ Item Name: _____

Ad Space 3: _____ " (L) x _____ " (W) Item on Page #: _____ Item Name: _____

Ad Space 4: _____ " (L) x _____ " (W) Item on Page #: _____ Item Name: _____

Mail this form & all attachments to (unless otherwise indicated in Claim Remittance):

Arett Sales CO-OP Processing • 9285 Commerce Highway • Pennsauken, NJ 08110

Keep a copy for your records. Please allow at least 8 weeks for Arett Sales' processing.

ABSOLUTELY NO CO-OP FUNDS ARE TO BE DEDUCTED FROM ARETT INVOICES!

If ad and claim do not follow co-op guidelines, the claim will not be processed and will be returned to you.

Thank you for using this free service courtesy of your friends at Arett Sales.

Questions? Call Pam Wonderlin at 800-257-8220 ext 241 or call your sales representative

ARETT SALES • 9285 Commerce Highway • Pennsauken, NJ 08110 • 800-257-8220 • FAX: 856-751-0604



ARETT SALES

**9285 Commerce Highway
Pennsauken, NJ 08110
www.arettsales.com
(800) 257-8220**