



December 2021 PRIVATE LABEL PROGRAM

Dear Client,

Thank you for your interest in our Private Label Program. Outlined below is a brief description of how our program works.

Our Private Label Program begins first by us partnering with you. Our design team works with you to develop your machine labels or mold-in-graphic as well as the color scheme for your machines. Our Private Label Program has been developed to allow our clients to WOW their buyers with the highest quality products representing their own brand!

You may provide us with your logo that represents your brand, or we can work with you to develop a custom graphic. If you are providing a logo, please send a vector or Illustrator file. If you do not have this available, please send a high-res jpeg image or PDF.

MERCURY FLOOR MACHINES

Private Branded Machines:

Our Mercury machines may be private labeled to your brand by creating custom switchbox and motor labels. In addition, you may choose from five 5 stock apron bumper, handle and cord colors. These include red, green, blue, yellow and black.

For private labeled Mercury machines, we have an up-front artwork charge of \$1,000.00 USD for your machine labels. With this charge, 300 label sets are produced. We provide you with a digital version of your custom sell sheet and a private branded operating manual is included with every machine. We hold your machine labels in-house at Mercury; however, these labels are owned by your organization.

The artwork charge must be paid before any work is started for your private branded machines. This charge will be credited to your account when the following purchasing criteria is met:



- 80 private labeled machines in a 12-month period starting on the date of your first order.

There is NO MINIMUM quantity of machines required to purchase once the artwork charge has been paid.

SANDIA PRODUCTS

Private Branded Machines:

Our Sandia machines are roto-molded using Polyethylene plastic. We work with you to create custom mold-in-graphics for the machines that will represent your brand, logo, web address and contact information. The graphics are directly molded into the machine bodies, they are not stickers and do not rub or peel off!

In addition, we work with you to choose the color scheme for your roto-molded machine bodies. We have 30 “private label” stock colors to choose from and have the capability to match the bodies to a specific Pantone color as well. Specific “pantone” colors that are only used for your machines may have an additional fee.

For private labeled Sandia machines, we have an up-front artwork charge of \$2500. With this charge, approx. 700 mold-in-graphics are produced. With the 700 graphics, a minimum of 350 machines (using 2 graphics per machine) or maximum of 700 machines (1 graphic per machine) can be built. We provide you with a digital version of your custom sell sheet and a private branded operating manual is included with every machine. We hold your graphics in-house at Sandia; however, these graphics are owned by your organization.

The artwork charge is to be paid before any work is started for your private branded machines. This charge will be credited to your account when the following purchasing criteria is met:

- 360 Private Labeled backpack vacuums in a 12-month period starting on the date of your first order, OR
- 80 Private Labeled 12-gallon carpet extractors in a 12-month period starting on the date of your first order, OR

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- 240 Private Labeled 3 Gallon Spot Extractors in a 12-month period starting on the date of your first order. You may also have a combination of machines that will qualify you for a credit.

There is NO MINIMUM quantity of machines required to purchase once the artwork charge has been paid.

We look forward to working with you and providing you with products of the highest quality bearing your fantastic brand and logo.

If you have any further needs, please call us and we will be glad to help you in getting your private labeled machines started.

**Kindest Regards,
Mercury and Sandia**

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