



Dear Coordinator

Since 1991, School-Pak has successfully provided its school supply shopping service to hundreds of schools and thousands of parents across the United States. We are excited to present our **2009-2010** school year programs to you and the parents of your school, available in most areas of the country.

We began School-Pak as a result of our frustration shopping for our son's supplies. With our principal's help and the cooperation of seven other Milwaukee area schools, we developed a program that meets the needs of teachers and parents alike.

Very simply, School-Pak takes your teachers' specific school supply lists and creates a customized School-Pak for each grade that parents can purchase for their kids. Your school collects the orders and School-Pak packages and ships the packs prior to the first day of classes. Schools love our quality name-brand supplies, the ease of running the program and our volume discounts. Teachers love the fact that each student who gets a School-Pak is prepared for the first day of school. Parents love School-Pak's convenience of one-stop shopping and being able to avoid the frustration of trying to find that elusive "purple folder"!

We would be happy to forward a price quote for School-Pak's programs in one of our high-quality folders for your review along with a sample pack upon receipt of your teacher supply list.

We offer over 1900 different products to help you customize your kits, including generic items that help you control costs.

We do not substitute products. If you order Crayola, you'll get Crayola.

**Please fax (414-760-7430) or email ([schools@schoolpak.com](mailto:schools@schoolpak.com)) your current teachers' supply lists, and we would be happy to begin preliminary pricing on the packs for you.**

Looking forward to talking with you,

Terri & Gene Schulist

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**Quality**

**Convenience**

**Flexibility**

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# SCHOOL-PAK, INC

## Programs

We've put together this chart to help you select which works best for you:

	PROGRAMS		
	Basic	Premier	Dream
<b>Order Forms</b>	No	Yes	No
<b>Home Delivery</b>	No	Yes	Yes
<b>School Delivery</b>	Yes	Yes	Yes If ordered before 6/15
<b>Online Orders</b>	Yes *	Yes *	Yes *
<b>Credit Cards</b>	<u>School orders:</u> No Online orders: MC, Visa, Discover, AMEX, Paypal	MC, Visa, Discover, AMEX, Paypal	MC, Visa, Discover, AMEX, Paypal
<b>Postcard?</b>	No	Yes	Yes If school delivery selected
<b>Loyalty Points</b>	No	Online sales only	Yes
<b>Name Labels</b>	No	Yes	Yes
<b>Commissions</b>	See Page 6	See Page 6	See Page 6

\* Online orders are at Premier Pricing

# SCHOOL-PAK'S *Basic Program*

## Coordinator Benefits

- **No minimum orders** necessary by school or grade
- **Coordinator's Online Guide** provided to walk you through our simple program and includes sample letters and sample ads to help promote the program
- **On-line ordering** so you don't have to worry about late orders. Priced at Premier Program pricing.
- **Free School Delivery** Orders of 76 or more packs are shipped to school with no additional charge. **Standard shipping charges added to invoice for orders of 75 or less packs.**
- Early commitment, Early order, Loyalty & Sales **commissions**
- **Printed item listing in each School-Pak** gives parents a quick check of what is included and also features our toll-free number so that all questions are directed to us
- **Sample School-Pak** available, on request, for school display to show our high-quality brand name items

## What Your Parents Can Expect:

- Parents get the **exact supplies** asked for on the teachers' lists
- **Brand name** supplies (Crayola, Fiskars), provided at your request, that last through the school year
- School-Pak's **laminated folders** are the best you can get (available in 10 colors with matching color notebooks for 10 of them.)
- School-Pak's same high quality **laminated folders also available with fasteners**
- Pencils come **pre-sharpened, glue is packaged in a zip-lock bag** to prevent any messy leaks
- Packs are available **with or without reusable items** (scissors, calculators, etc) – coordinator can design
- **Online Ordering** with MasterCard/Visa/Discover/American Express and Paypal
  - **Complimentary ParentPak** in each School-Pak that includes:
    - Notes from Home Pads so parents can send notes to the teacher
    - Money from Home Envelopes to help parents send those important notes and money to school

# SCHOOL-PAK'S Premier Program

## Coordinator Benefits

- All the benefits of the Basic Program

### PLUS

- School-Pak will **design and print a customized order blank** for you
- Packs are **color-coded by grade** to make your distribution easier
- **Postcards sent to parents** reminding them when and where to pick up their School-Pak

## What Your Parents Can Expect:

- All the benefits of the Basic Program

### PLUS

- **Online Ordering**
- **Loyalty Points for online orders.** 1 point for every \$1 spent (minus shipping charge). Points can be used on future orders. Point value is \$0.05.
- **MC/Visa/Discover/American Express/Paypal** accepted
- **Late orders** accepted through August 1, 2009
- **Home Delivery** Option for Parents.
- **30 personalized labels for each student** to keep them organized and prepared for school
- **80 personalized labels for each student** for their markers, pencils, crayons, etc.

# SCHOOL-PAK'S

## Coordinator's Dream Program

### All the great features of the Premier program Plus

- **No Order Blank**  
Simply instruct the parent to go to <http://www.schoolpak.com/> to place their order. We will provide exact URL for your school.
- **All payments made online**  
Convenience of online ordering means no money to handle.
- **Home Delivery**  
Let us deliver everything to your parents' homes. Avoid having to meet the truck, sorting through everything and setting up a pick-up time. All packs are conveniently delivered to home with customary UPS charge added. Best deal.
- **School Delivery Option**  
Orders placed before June 15 can be sent to school with no additional shipping charge. (All orders placed after June 15 must be home delivered). Orders of 76 or more packs are shipped to school with no additional charge. **Standard shipping charges added to invoice for orders of 75 or less packs.**
- **Higher Discounts**
- **Postcards sent to parents announcing pickup of School-Paks (School Delivery Option Only)**  
Give us the information and we'll send a postcard to each parent announcing your pick-up date

### Coordinator Benefits

- **Coordinator's On-Line Guide** provided to walk you through our simple program and includes sample letters and sample ads. Letters and sample ads emailed after commitment. Edit as you see fit.
- **No minimum orders** necessary by school or grade
- **On-line ordering** so there's no money to handle
- **Discounts** available. See Commission schedule, Page 5. Check sent in September.
- **Printed item listing in each School-Pak** gives parents a quick check of what is included and also features our toll-free number so that all questions are directed to us
- **Sample School-Pak** available, on request, for school display to show our high-quality brand name items

### What Your Parents Can Expect:

- **All the benefits of the Premier Program**

# SCHOOL-PAK'S Commission Structure

With School-Pak, you have the easiest discount program available.

<b>Commissions</b>	<b>Premier &amp; Basic Commission*</b>	<b>Dream Program Commission**</b>
<b>Early Commitment Commission</b>		
Early Commitment before 12/31/08	<b>2%</b>	<b>2%</b>
Early Commitment before 01/31/09	1%	1%
<b>Loyalty Commission***</b>	<b>1%</b>	<b>1%</b>
<b>Early Order Commission</b>		
Place order by 5/15/08	<b>1%</b>	-
<b>Dream Program Commission</b>		
Home Delivery Only	-	<b>3%</b>
School or School & Home Delivery	-	2%
<b>Sales Commission</b>		
\$7,500 and up	<b>3%</b>	<b>3%</b>
\$5,000-\$7,499	2%	2%
\$1,000-\$4,999	1%	1%
<b>Total Maximum Commission</b>	<b>7%**</b>	<b>9% **</b>

## Payment Procedure for Commission

75% payment required with order. The remainder of order will be invoiced, minus any credit card orders. Final payment must be made before 9/1/09. All online orders qualify for discount. All online orders qualify for discount. School orders with payment to School-Pak **do not qualify**.

Any Questions????????? Call us at 1-866-231-9573 and ask for Gene!

- \*Invoice Commission given on initial order only. Late orders do not qualify.
- \*\* Online orders placed after June 15<sup>th</sup> receive a maximum 5% commission
- \*\*\* Loyalty commission is available with 2-year commitment.
- Online orders are totaled in September and a commission check will be issued at that time.
- Commitment form must be on file to receive commissions. **No discounts given** on any orders **without commitment**.

**NOTE: ALL COMMISSIONS ARE VOID IF TEACHERS MODIFY THEIR LISTS AFTER SUBMITTING THEM TO US AS FINAL.**



# SCHOOL-PAK -

## *Why Coordinators Love Us*

School-Pak's programs are easy for you to run and well accepted! 71% of our 2008 customer schools have ordered School-Pak for 10 or more years!

**And that's why the *WALL STREET JOURNAL* and *MSNBC* rated School-Pak "Best Overall Value".**

- We provide you a **Coordinator's Kit** which includes
  - All forms needed to run the program
  - Marketing materials including posters, sample letters, ads, etc.
  - Samples of our quality folders and notebooks
- Sample School-Pak for display at your school
- ***Easy discount program*** so you **don't have to constantly recalculate your discount** when you make changes

## **Coordinator "quotes" from our survey:**

- "Easiest thing I had to do for PTO. Your people were great to work with." – *Wendy*
- "It's hard to improve when you give 110% already. Great Job" – *Michele*
- "I don't think it could be any easier – my biggest hassle is filling out this survey." – *Mary*
- "I appreciate being able to call with questions and talking to a "real person"!" – *Anne*

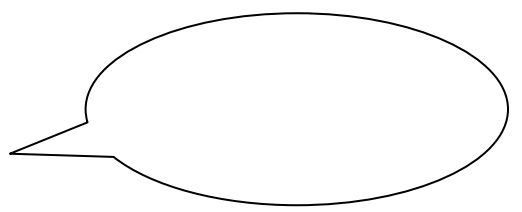
**"You are very accessible and respond to questions and concerns quickly." – *Sue***

# SCHOOL-PAK: *What Parents Say*

Every School-Pak contains a parent survey form that gives us feedback on the programs. Here's a sampling of comments:



Guess what your parents will be saying !!!



*What our parents did  
instead of school supply shopping !!!*



Attached is a picture of our boys, Mason & Jackson, at the beach on our summer vacation. We took them to Gulf Shores, AL. This was so much fun for them because they were able to play at the beach, see some dolphins, we found some jellyfish, and we even got to tour an alligator farm. It was really fun for our 5 year old who will be starting kindergarten soon.

Thanks,  
Sara Correa

Here's a picture of us at a recent trip to one of the seven natural wonders of the world. Niagara Falls! We had a BLAST getting soaked on the Maid of the Mist... and incredible ride for all of us from age 21 months to 13! Yes, they are all ours!!! :)



Hello School Pak,  
This is our family on summer vacation in Chicago. We are standing in front of Soldier Field and the incredible monument "Dedicated to the Defenders of our Liberty". We are heading into the Field Museum to explore, and meet a dinosaur named Sue, said to be the the find of the century! A great family vacation memory shared by: Ken, Melissa, Kyler and Kohl of Florida

# SCHOOL-PAK'S 4 Easy Steps

## 1) Send your school list

Fax (1-414-760-7430),  
E-mail ([info@schoolpak.com](mailto:info@schoolpak.com)),  
or mail (School-Pak, Inc., 6464 N Teutonia Ave, Milwaukee, WI 53209)  
your grade specific school lists. **School-Pak will send you a quote for review.**

## 2) Confirm quote and school list then send your Commitment Form

Authorize the quote and sign the Commitment Form. Upon receipt **School-Pak will send you a Coordinator's Kit** that includes marketing tools and everything else you will need to make your School-Pak program **easy and enjoyable**. With the Premier program we'll also design and print the order blanks for you.

## 3) Collect orders from parents

Send the orders to School-Pak and sit back and enjoy the summer while we build the customized, personalized packs for you and your parents.

## 4) Distribute the School-Paks

School-Pak will ship the packs before school starts. Accept shipment and distribute the packs to your grateful parents.

# THAT'S IT!!

**ANY SIZE ORDER (NO MINIMUMS)**

**EASY TO EARN COMMISSIONS**

**RISK FREE - WE MAKE ONLY THE ORDERS THAT YOU SELL**

**TOLL FREE HOTLINE FOR QUESTIONS**

## **Thanks!!!**

Thanks for taking a look at our services. We've developed them over the years in response to customer's requests. We now default our products to the highest quality available.

We provide name brand products whenever requested, Crayola, Fiskars, Mead, Avery, 3M, Elmer's, etc. Our customers appreciate our goal of providing products made by American companies, helping to keep our economy strong.

Our pricing is very competitive, however schools choose us for our quality service, quality products and flexibility.

We look forward to getting your lists, working with your school and providing the level of service you expect.

Terri & Gene Schulist



The School-Pak erasers on parade