



(Updated 9/21/2017)

Hi,

I'm the mother of two sons and four grandchildren. I know exactly what's important: family, especially the kids. And I know what it's like when they're disappointed.

So when I started School-Pak in 1991, I promised myself that I would treat each child that gets a pack just like my own. And, in most cases, I've been successful.

In 2017, my staff packaged over 1.3 million individual items and we were alerted to less than 90 issues. Those included items broken in shipment, name labels misspelled (sometimes by parent or dad), a missing item, etc.

I've found, over the years, that most parents and dads are looking for the same name brand, quality items, for their kids, that they grew up with. So that's what I focus on. And if I can get something made with the quality that I require, I'm happy to put the School-Pak name on it.

There are schools that have been using School-Pak for over 24 years. They've had other options but recognize the care and concern we have in assembling the kits.

I remember back then, when school time was getting close, there wasn't a cap on what I would spend to be sure that my sons had the best quality of products in time for school. The economy is still difficult in many areas but you can't put a price on a child's smile.

I am excited to present our **2018-2019** school year programs to you and the parents of your school.

Contact us (myself or my husband, Gene) at 262-677-2617 to see how School-Pak can make the back-to-school time less stressful for you and your parents.

Looking forward to talking with you,



**Terri Schulist, President**  
**School-Pak, Inc**  
**A Parent Owned Business**  
**"Parent of Jason & Nick"**  
866-231-9573

**Quality**

**Convenience**

**Flexibility**



## School-Pak Benefits

### Coordinator Benefits

**No minimum orders** necessary by school or grade

**Coordinator's PDF 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 handling any money.

**School Delivery:** Free school delivery is available for orders of 51 or more School-Paks, subject to review. The deadline for ordering is June 8<sup>th</sup> for school delivery. It is highly recommended that you have volunteers to help on delivery day. Orders of 50 or less School-Paks will be charged the delivery fee.

**Home Delivery Option** 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/USPS charges added. Final online order date is no later than the July 15<sup>th</sup>, 2018. All home deliveries are for a single family at that address.

**Emails sent to parents announcing pickup of School-Paks (School Delivery Option Only)** You must provide us the information and we'll send an email to each parent announcing your pick-up date.

**Fundraising Option:** Tell us what you want to add to the School-Paks.

**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

### What Your Parents Can Expect:

- Parents get the **exact school supplies** asked for on the teachers' lists
- **Brand name** supplies (Crayola, Elmers) that families are familiar with.
- School-Pak's **laminated folders** are the best you can get (available in 8 colors with 8 matching color notebooks).
- School-Pak's same high quality **laminated folders also available with fasteners or 3 hole punched for binders.**
- Pencils come **pre-sharpened, glue is packaged in a zip-lock bag** to prevent any messy leaks.
- School-Paks are available **with or without reusable items** (calculators, etc) – coordinator can design.
- **Online Ordering** with MasterCard/Visa/Discover/American Express/Paypal
- **Complimentary ParentPak** in each School-Pak that includes:
  - Notes from Home Pad so parents can send notes to the teacher
  - Money from Home Envelopes to help parents send those important notes and money to school
- **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 Programs*

Choose the program that works best for you:

### **School Supply Pak (the reason Terri founded School-Pak!)**

- Get all the “school supply” items listed on the teacher’s list. All those items that are hard to find at the store. (Grocery items not included. We’ve found that home delivery of boxes of tissue, ziplocs, copy paper, Clorox wipes, Wet Ones, hand sanitizer, etc. get easily damaged. We assemble the kits with the utmost care and use only items that are the same as we would purchase. Once it leaves our warehouse, we have no control over how the packs are handled. Parents expect us to replace items that are damaged in transit even though it’s not our fault. The best way is to eliminate these easily damaged items from the kits.)
- Home or School Delivery available (School Delivery availability after review of packs)

### **Deluxe School Supply Pak**

- Get all the school items listed on the teacher’s list. All those items that are hard to find at the store plus all the grocery items on the list. (These items are generally sent on a pallet that has been tightly wrapped and most often are delivered without damage.)
- School Delivery only

# *School-Pak Bulk Program*

Many schools have decided that they would like to receive items for their classroom in bulk rather than in pre-packaged boxes.

You can either tell us how many students will be in the grade (if all students are participating) or we will take individual orders from parents and bulk their items with other students in that grade.

Simply indicate which grades you would like delivered in bulk and which grades you prefer to have delivered in pre-packaged boxes.

This option is only available to parents who choose the “free school delivery” option when placing their orders.

Just another way that School-Pak wants to be there for you and your parents.



## *Discounts/Fundraising Structure*

Most, if not all programs offered by pre-packaged kit companies, offer some type of discount/commission structure for the sponsoring group.

These discounts/commissions can have very complicated rules to follow in order to receive the dollars. It can be based on when you commit to use the company, when you place the order, when you receive the order, when you pay for the order or some other “hoop” to jump through.

Basically, companies are just adding those percentages to the pack prices, so your parents are paying for the fundraising. Then, if you don't do the right thing, the company gets to keep that money. So if you are looking to raise 5% extra, and you don't pay on time, you'll only get 2% and the company keeps the other 3%.

We have always advocated for the parents and we have come up with a pretty good solution.

Rather than charging higher prices for the School-Paks, we'll offer the lowest prices we can for the supplies. If you want to do a fundraiser, just let us know how much you want to add to the price of each pack. You'll collect the full amount added to each pack without having to worry about deadlines.

If you are not looking for fundraising dollars (honestly, some schools are not, they just want to offer the service), your parents will be getting their packs at the best price.

A 3% advertising return (based on total kit sales) will be sent to the school with school provided verification of the following:

- A link to the School-Pak ordering page is posted on the school website
- A copy of each promotional email is sent to [customer@schoolpak.com](mailto:customer@schoolpak.com)
- Sale promoted on facebook
- Teacher lists are not changed after teacher approval is given

As a service to your school, we can also set up a separate “Donation” item on your School-Pak page that will allow parents to send additional funds to your school. You earmark what those funds are for: extra packs for disadvantaged students; PTA dues; Art fees; teacher funds; etc. Just let us know and we'll set it up.

## **School-Pak: Parent's Summer Friend**



## The Story

Back in 1991, Terri Schulist went shopping for their son's school supplies. She began to notice the same parents following them from store to store looking for hard to find items. At one store she noticed a frustrated mother and a tearful little girl arguing about purple folders. The school list provided by school indicated "purple folder" and the little girl had to have EXACTLY what was on her list before she would go to school. Meanwhile Parent had been to four stores trying to find one with no success.

Terri went home wondering if she could provide an easier way to shop for school supplies. The result was School-Pak, a school supply shopping service for parents.

School-Pak takes your teachers' specific lists and offers pre-packaged, customized school supplies for busy parents. No more waiting in lines and fighting at the store. School-Pak has developed simple programs for principals and coordinators to offer as a service for parents. The finished School-Paks are delivered to school or home prior to the beginning of the school year.

Starting with 8 schools in 1991, School-Pak has grown to be recognized as a major leader in the school supply industry, earning prestigious awards such as "Best Timesaver for Parents" by *Milwaukee Magazine* and "Best Overall Value" by the *Wall Street Journal* and MSNBC.

While their sons have now grown, Terri and her husband, Gene, still retain strong dedication to provide the highest quality products and convenience at reasonable prices. Our level of excellence continues today nationwide.

Be sure to visit our blog at [www.schoolpak.com](http://www.schoolpak.com). That will give you a sense of who we are.

School-Pak believes in and provides:

### Quality

- **Brand name supplies**
- **Personalized customer service**

### Convenience

- **One-stop Shopping for busy parents**
- **Simple easy program for Coordinators to run**

### Flexibility

- **Parents can order online, use MC/Visa/Discover/Amex/PayPal**
- **Choose home delivery for their own convenience**
- **Schools/Coordinators can choose the School-Pak program to fit their needs:**
  - **Coordinator's Dream Program**
  - **Bulk Program**





## *Why Coordinators Love Us*

School-Pak's programs are easy for you to run and well accepted! 78.5% of our 2017 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 a PDF **Coordinator's Kit** which includes
  - All forms needed to run the program
  - Marketing materials including posters, sample letters, ads, etc.

## **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**
- **It was hard for me to give up School Pak as I really enjoyed working with you. You provide such a great service to schools and families. Your customer service is phenomenal. Thank you for always being so helpful to me as a coordinator. - Janice**



## 4 Easy Steps

### 1) Send your school list via

- Fax (262-677-2428),
- E-mail ([schools@schoolpak.com](mailto:schools@schoolpak.com)),
- or mail (School-Pak, Inc., W220N16712 County Hwy P, Jackson, WI 53037)

*School-Pak will email 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*.

### 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)**

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





## **Thanks!!!**

Thanks for taking a look at our services. We've developed them over the years in response to customer's requests.

We provide name brand products, Crayola, 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.

Be sure to read the Coordinator FAQ attachment.

Terri & Gene Schulist



The School-Pak erasers on parade

WE PICKED IT  
WE PACKED IT  
WE ZIPPED IT  
WE SHIPPED IT  
  
DID YOU GET ONE?