



## Organize.com Vendor Guide

January 1, 2009

# Welcome to Organize.com

Dear Vendor,

We would like to take this opportunity to welcome you as an Organize.com partner. Enclosed you will find the necessary information to guide you in the set-up process.

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If you have any additional questions or comments, please contact your buyer.

We look forward to working with you and a successful relationship.

Best regards,

Deborah Shearer  
Vice-President – Marketing & Merchandising

## About Us

Organize.com was founded in 1998 by President, Terry Shearer as a retail store named Organize Everything. His strategy and business plan was to open a convenient retail store to shop for storage and organization solutions. There were no other stores of its kind within 50 miles when the small business owner opened the doors of a 9,000 square foot retail store in Riverside, CA. It was one of the first independently owned stores in Southern California dedicated to selling Storage and Organizational products to help customers organize and simplify their lives.

In 1999, we began to successfully sell products on the internet, and two years later, Terry launched HangerCity.com and then TheStorageStore.com. Along with these additions, we developed several strategic partnerships with vendors and other leaders in the industry. The brick and mortar store paved the road to expand into the 'world of retailing' on the internet.

As online sales continued to grow, Organize Everything added a 44,000 square foot Internet and Processing Center to the operation. Our passion to offer high quality products at a reasonable price remained the goal, but business development and merchandising efforts then shifted to the website.

Organize Everything became a "NEAT" storefront that could now sit before the customer in the convenience of their own home or office while they shop on the Internet. Organize Everything's focus was centered on how to make the shopping experience easy and convenient for the customer. We continually updated and improved the site, content, services and functionality. Most of the decisions to make changes were based on suggestions from the customers and we constantly seek new and innovative products.

In 2005, Organize Everything acquired the domain name, Organize.com. Today, we are a privately owned business that operates with the same philosophy as the day our doors first opened. Organize.com continues to work with original vendors, who have been more like friends, and still strives to offer customers what they have come to know and expect. Organize.com tests hundreds of product submissions each year looking for the 'best of the best', as well as developing products of our own if what we want can't be found.

Organize.com maintains partnerships with Amazon.com, Cooking.com, Shop.com and HGTV.com. The web resource magazine, Internet Retailer, lists Organize.com in the Top 500 Retail Websites and among their Hot 100 for 2009. Organize.com was also listed by Inc. Magazine as one of the 5,000 fastest growing companies in the United States for 2008.

We attribute the success of the business to our amazing staff. Every employee takes great pride in their dedication and commitment. From Order Entry to the Shipping Department, each individual is committed to making sure packages arrive looking like 'the birthday present you always wanted'. We continually strive to make it easy and to do the work for our customer as they shop at Organize.com.

# Organize.com Contact Information

Physical Address:  
6727 Columbus Street  
Riverside, CA 92504

Mailing Address:  
PO Box 2348  
Riverside, CA 92516

Phone: 951-351-7033

Name	Title	Extensions	Fax	Email
Terry Shearer	President	x230	951-351-2463	terrys@organize.com
Deborah Shearer	Vice President Marketing & Merchandising	x227	951-351-2454	deborahs@organize.com
Kim Malcolm	Vice President Accounting	x 228	951- 351-2080	kimm@organize.com
Kevin Watts	Director of E-commerce	x226	951-351-2454	kevinw@organize.com
Melinda Ahlgreen Best	Buyer	x 224	951-351-2454	melindaa@organize.com
Dawn Gilliland	Replenishment Buyer Accounting	x 231	951-351-1441	dawng@organize.com
Rex Tercero	Customer Service/ Performance Marketing Manager	x 236	951-351-2526	rext@organize.com
Steve Guthrie	Marketing Coordinator	x 241	951-351-2454	steveg@organize.com
Jeremy Spencer	Warehouse Manager	x 239	951-351-2594	jeremys@organize.com
Mysti Scargill	Lead Content Editor	x 238	951-351-2454	mystis@organize.com
Allie Wandner	Special Project Affiliate Manager	(415)-518-3337	951-351-2454	alliew@organize.com
Cindy Burton	Drop Ship Coordinator	x 222	951-351-2526	cindyb@organize.com
Alfred Madril	Inventory Control/Damages	x 246	951-351-2594	alfredm@organize.com

## Vendor Set-Up

You will receive Vendor set-up forms once approved as an Organize.com Vendor. Please be sure that all information is complete, updated and accurate. If you are a Sales Representative, the contact information of your factory must be included.

## New Product/Item Set-up

Your company will be required to complete item set-up forms for your products. It is important that you include all information required to set your products up in our systems. Please note that there are 2 tabs on the New Item Set-Up spreadsheet.

The following information is required and will expedite adding your product to our website:

- Thumbnail image of product for quick reference
- Product title/name and individual item number
- A full product description in paragraph form (3-5 sentences)
- 3-5 Bullet points that briefly describe item's benefits and features are required
- Primary material used to make the item (i.e. Cotton, Wood...)
- Color or finish information (i.e. Black, Walnut...)
- Individual item dimensions (tall x wide x deep)
- Up to 6 keywords (alternate search terms used to find the product)
- UPC Codes are required to do business with Organize.com.

If you do not have UPC codes, please contact your buyer.

## Images

Image requirements must be 1,000 x 1,000 pixels, preferably 300 dpi. Your set up forms must include an FTP site to your images or a disk should follow via mail. If you do not have an FTP site, you may also request access to the Organize.com FTP site. Images must be labeled with the item number of the product.

We require 3-5 alternate views for each product that show every necessary angle and usage. If the item opens or expands, please show opened/expanded as well as closed. You will find as the industry grows and the customer becomes more demanding, this will help to sell your product. As a vendor partner, we also require access and permission for use of your lifestyle images

Images must not have text or typeset. Products must be in focus, recognizable and well lit. Lifestyle images that show the product in use are preferred; however a white background is also acceptable.

## Sample Policy

Samples may be submitted for review. However, Organize.com does not pay for or return any samples submitted, unless agreed upon in writing with your buyer. We do understand the importance of new product and prototype samples. We will gladly accommodate your needs, if requested.

## Advertising

You will find that Organize.com will typically be found first in paid and natural search results on Google, Yahoo and other search engines. Allocation of advertising funds is determined by Organize.com for the nature, content and media of any promotional and advertising programs developed. We appreciate your support in our advertising efforts.

## Marketing

We dedicate a great amount of time and resources in our Marketing efforts. We look to our vendors for continuous support to keep our name and your products in such titles as HGTV, Fine Living, Oprah, Real Simple, Better Homes & Gardens, Martha Stewart, Family Circle, Storage Magazine, The Wall Street Journal, The Knot, First, Everyday with Rachael Ray, Parenting, Brides Magazine, Woman's World, Parents, and Cooking With Paula Deen, to name a few. We also look to all vendors to participate in contests, giveaways and special events.

## Retail Links

If you have a website or retail site, it is a requirement that Organize.com be listed as a resource or 'Where to Buy' your products. If you list by zip code, we would like to be listed in all, since we are a national internet company and key retailer.

If you are interested in becoming a full-line vendor with Organize.com, please contact Deborah Shearer via email at [deborahs@organize.com](mailto:deborahs@organize.com) for more information.

## Purchase Orders

Once a product is selected, you will receive purchase orders via email from our Purchasing Department for all warehouse items. Any details, including required ship date or special instructions, will be included on our purchase order. If you do not have a drop ship program with us, we may ask that you accommodate larger orders in case pack quantities. We appreciate your support on this.

## Drop Ship Orders

All orders are the property of Organize.com. You should not contact a customer directly, unless requested by Organize.com. Drop ship orders will be emailed as received. We require that you ship all orders within 3-5 business days, unless otherwise agreed upon and noted on our website.

Personalized items and requirements will be agreed upon prior to adding a product to our store. All orders are shipped on our UPS account number. Once the order has shipped, you will charge the order to an Organize.com credit card for payment, unless we have established credit terms with your Company. Credit Terms will be required for larger volume vendors.

## Freight & Routing

All purchase orders will indicate required shipping methods. If you are shipping by common carrier, please contact Jeremy Spencer at 951-351-7033, extension 239 for instructions and/or appointments.

## Damage & Return Policy

Organize.com handles all returns. We require that our customer call for Return Authorization. On rare occasions, a customer will refuse a shipment. If this is the case, we do charge the customer a re-stocking fee if required by the vendor. If an item is defective, we will replace the item for the customer and expect a full credit or credit deduction on the item from our vendors. Shipping costs for the return or replacement of defective items will become the responsibility of the vendor.

## Insurance

Vendor warrants they will maintain General Liability and Product Liability Insurance. Limits of Liability are to be adequate to cover any exposure to Organize.com, Inc. for operations and product liability covering all products manufactured, distributed or outsourced by the vendor with a minimum limit of \$1,000,000 each occurrence / \$1,000,000 general aggregate.

I \_\_\_\_\_, have reviewed the Organize.com vendor guide. We agree that  
(print name)  
our company acknowledges Organize.com's policies and requirements.

\_\_\_\_\_  
Company name

\_\_\_\_\_  
Name and Title of Authorized Representative  
Director, Sales Manager or VP of Sales.  
(print name)

\_\_\_\_\_  
Date

\_\_\_\_\_  
Signature

Please return this form by fax to (951) 351-2454.