



## How to open a new Wholesale Account

Nancy's Knit Knacks LLC 800-731-5648

---

Nancy's Knit Knacks (NKK) offers independent yarn shops and retailers the opportunity to purchase its products on a wholesale basis. In order to start selling our products, a retailer must do the following:

1. Visit our website at <http://www.nancysknitknacks.com> and review the various products that we sell (place your mouse cursor on the product category buttons along the top of the home page). Familiarize yourself with all of our products.
2. Then click on the Wholesale link on the top menu bar and select General Wholesale Information. Review the contents of the introductory page for wholesalers.
3. Then click on the link that requires a Password to enter the Password Protected pages at the bottom of that page
4. The code is: **B2B** (be sure to use upper case B's)
5. Once inside the wholesale section, you should do the following:
  - a. Review the contents of the various pages
  - b. Complete the Online New Shop Application
  - c. Review the Wholesale Price List and Catalog.
6. Once you complete the New Shop Application, you may also place your opening order online.
7. Register in our Shopping Cart first (be sure to enter B2B as your Registration Code unless you are opening a Professional Courtesy Account, then use the code "Pro" instead – see item 14 below). This will identify you as a whse customer so that when you peruse our shopping cart, you will only be presented with Wholesale as opposed to Retail prices.
8. Then shop within the Wholesale section.
9. If there are any errors made during the ordering process, we will contact you and we will be able to directly resolve any issues within your order.
10. Your first order must be prepaid by credit card or PayPal. Note: all international orders (both initial and follow-on) must be prepaid.
11. Provided that you pay all of your bills on time, we will extend Net 30 day terms for all USA based wholesale customers on all future orders.
12. New Policy Concerning Wholesale and Professional Courtesy Prices

Effective 11/1/2010, only those shops which resell our products on an active basis will be granted wholesale prices. Other companies that need to purchase equipment (ball winders, swifts, etc.) can receive the Professional Courtesy price for such equipment items if they are not reselling our products.

The Professional Courtesy price is normally halfway between wholesale and retail prices.

We extend the Professional Courtesy discounts to companies and professionals only if they are:

- a. A licensed business within their own state
  - b. Selling goods or services within the fiber arts industry
  - c. Using equipment to help them within their professional or commercial activity (not just for personal use)
  - d. Must have a website, blog, or other online means (or a physical store) for selling and promoting their goods and services that we can access.
13. Companies requesting the wholesale discount must purchase items for resale and not simply purchase equipment for their own use on their initial purchase. If a company only wants to buy equipment, then they will receive the Professional Courtesy price if they meet the above requirements.

Minimum opening order for new Whse customers who purchase equipment

The minimum opening order of \$250 will be reduced by 1/2 of the total for equipment purchases but will not be reduced to less than \$150.00 at whse prices.

Example 1: a shop orders a Ball Winder for \$149.99, their minimum opening order can be reduced to \$175

Calculated as follows:  $(\$250 - (1/2 \text{ of } \$149.99)) = \$175$

Example 2: a shop orders a powered ball winder for \$405, their minimum opening order would be \$150 ( $\$250 - (\text{max of } \$100 \text{ or } 1/2 \text{ of } \$405 \text{ whichever is less})$ ) plus the value of the powered ball winder (\$405).

Why do we do this? Because we are in business to supply products for resale to yarn shops and other companies. We do not extend wholesale discounts to companies that are not reselling our products. Typically, companies that just need a ball winder, meter, or swift have no plans to resell our products but we will still discount their purchases using our Professional Courtesy discount program. Companies that agree to resell our products will receive the full whse discount.

Exception! If a business does not want to resell our products but needs to purchase \$1,000 or more of our equipment at the Professional Courtesy price level in a separate order, we will extend wholesale prices to them.

We have a [special](#) for new shops which includes a ball winder plus other items for ~\$250 which includes a 15% discount from whse but the shop must purchase the entire kit.

14. If you only want to buy equipment items for your shop or your business and not resell our products, then please contact us and we will arrange to provide you with Professional Courtesy pricing instead of wholesale. By registering with the term Pro, you will be shown Professional Courtesy Prices when looking at our Shopping Cart. Not all items are coded with the Pro term, however, so let us know if there is something you want to buy and it does not show a discount from Retail.
15. Questions? Please call us at 800-731-5648 or email us [info@nancysknitknacks.com](mailto:info@nancysknitknacks.com)