



## FRIO® Reseller Business Distribution Models

FRIO® has three business models with which you can avail FRIO® insulin cooling cases to your customers. Regardless of the model chosen, all three have the following in common:

- **Financial Risk** – There is none! All three models are set up to be “no risk, much reward”. These programs are set up to make the decision to partner with FRIO® an easy one.
- **Fulfillment** – We carry a large inventory of all sizes and all colors so that we always have what you need available. Whether a large shipment to your warehouse or the drop ship of a single FRIO® to one of your customers, we ship out the same day the order is received.
- **Customer Service** – We pride ourselves on outstanding customer service. We work to solve any issue that arises and can even speak directly with your customers, if requested.
- **Training** – We give product training and product literature to all of your sales reps so that they are familiar with the features and benefits of the FRIO®.
- **Marketing & Support** – We offer you all of the product images and content needed to get FRIO® up on your website. We can also custom-print our product brochure and design and print flyers for your company. You would just pay our cost of printing.

### **Traditional Inventory Model**

FRIO® offers wholesale discounts based on quantities purchased. Our wholesale discounts range from 35% to 40% off MSRP.

FRIO® charges no re-stocking fees for returned merchandise. This way, you can purchase inventory with the financial security that you can return any un-opened units for a full refund.

### **Drop Ship**

If you prefer, you never need to carry inventory. FRIO® can ship for you.

- Your customer orders the FRIO® from you and remits payment to you.
- You e-mail your daily orders to us and we fulfill them on same day.
- We send the FRIO®s out to your customer with a packing slip customized for your company. From the customer’s point of view, it appears that the order was fulfilled by your company.
- Your wholesale discount starts at 35% off MSRP, but increases if volume warrants.
- We charge \$3.95 per order shipping and \$1.50 handling fee. This charge is the same, regardless of how many units are in the order.
- We send you one monthly invoice, detailing all transactions for the month.

### **Referral**

This business model is designed so that you don’t need to do anything but have a link on your website, or send out flyers to your customers – and collect a commission from FRIO®.

In this model, you would be driving traffic to our site so that your customer can order the FRIO® directly from us. You would offer your customer an exclusive discount code which, when input on our site, would give them a 5% discount. We would then remit a 12% commission to your company for all sales with your discount code.