

Epson Authorized Ink Reseller Program

Welcome

Thank you for your interest in becoming an Epson Authorized Ink Reseller.

The authorization criteria in this document, and the attached application, will help us in determining your ability to sell and support this product line. Epson reserves the right to approve or disapprove any application in its discretion.

As an Epson Authorized Reseller, or a reseller applying for Epson Ink reseller authorization, it is important you understand the criteria for receiving and maintaining Epson authorization. This document explains Epson's criteria currently in effect. Epson reserves the right to change its Authorization Program, and the authorization criteria, from time to time, and the right to terminate our program at any time.

Authorization depends generally on the Reseller's resources, market penetration, technical skill and support level, as well as Epson's need for efficient territory coverage and product availability. Epson's overall aim is to ensure that end-users of Epson inks receive the best in support, and that our products remain competitive in the marketplace.

By signing and submitting this Reseller Application Form, your company certifies that the information in the application is true and agrees to the terms and conditions for being considered for authorization.

Sincerely,

Epson America

Introduction

Epson has launched a redesigned distribution policy for its consumer ink products. This policy change best serves customers, rewards key reseller partners with continued access to select Epson Ink product, promotes quality customer service and assists Epson in maintaining its premium brand image.

Select Epson consumer ink cartridges will only be sold through an Authorized Ink Reseller network. Epson Authorized Distributors will only be allowed to sell select Epson ink products to customers that are (a) designated by Epson as an Authorized Ink Reseller, and (b) not otherwise restricted by Epson.

Program Terms and Conditions Summary

Epson resellers will have 30 days to meet the requirements to be an Authorized Premium Reseller, including agreeing to Epson's Authorized Reseller Agreement. The following is a brief summary of the key requirements to become and maintain status as an Epson Authorized Ink Reseller.

- Reseller must purchase Epson products only from an Epson Authorized Distributor
- Reseller must sell Epson Products to retail customers only and not to resellers
- Reseller must sell Epson Products only in approved geographical territories (US or Canada)
- Reseller must be separately approved by Epson to be an online retailer
- Reseller must abide by Epson's reseller requirements including: to promote and market the products, maintain qualified personnel and provide quality post-sale support.
- \$5,000 or more annual sales of Epson consumer ink
- Does not sell Epson ink on online third party marketplaces
- Does not promote or sell non-genuine Epson consumer ink.

PLEASE RETURN THIS APPLICATION TO EPSON:

MAIL the completed Application Form to:

MAIL To: Epson America, Inc.
Authorized Ink Reseller Application, Sales Operations
3840 Kilroy Airport Way, MS 4-33
Long Beach, CA 90806

Epson Ink Reseller Application Form

Your Company (If multiple locations, list headquarter information and list branch info on separate page)		
Reseller Legal Name		
DBA Name		
Street Address (include Suite #)		
City	State/Province	Zip/ Postal Code
Business Owner Name		Title
Phone Number	Fax Number	Email Address
Requestors Name		Title
Phone Number	Fax Number	Email Address
Federal Tax/GST/HST ID#		How many years in business?
Number of employees		How many locations?
Inside	Field	Primary Sales Geography
Number of sales representatives in your company?		Have you sold Epson products previously?
Inside	Field	If yes, what products?
Total revenue the last 12 months \$		Total eCommerce % of Sales
Any Entities Using Ebay (list all that apply)		
Any Entities Using Amazon (list all that apply)		
Any Entities Using Other 3rd party marketplaces (list all that apply)		
Do you currently sell other manufacturer printer inks?		<input type="checkbox"/> No <input type="checkbox"/> Yes
Do you sell compatible / non-genuine or refilled inks?		<input type="checkbox"/> No <input type="checkbox"/> Yes
Website(s) (list all)		
# of Transactional websites		
URL's of all websites		
Which Class of Trade best describes your business? (check all that apply)		
<input type="checkbox"/> Consumer Electronics & Appliances	<input type="checkbox"/> Home Office	<input type="checkbox"/> Photo Speciality
<input type="checkbox"/> Consumer Electronics Only	<input type="checkbox"/> Internet/Catalog	<input type="checkbox"/> Warehouse Club
<input type="checkbox"/> Distributor	<input type="checkbox"/> Mass Merchant	<input type="checkbox"/> Wireless Retailer
<input type="checkbox"/> Drug / Grocery	<input type="checkbox"/> Office Supplies	<input type="checkbox"/> Other (Describe)
Target Markets/Markets Served (check all that apply)		
<input type="checkbox"/> Small/Medium Businesses	<input type="checkbox"/> Education	
<input type="checkbox"/> Large Businesses	<input type="checkbox"/> Government	
<input type="checkbox"/> Corporate	<input type="checkbox"/> Wholesale	
<input type="checkbox"/> Consumer/Home	<input type="checkbox"/> Other Describe	_____
AUTHORIZATION BY YOUR COMPANY		
Authorized Signature _____	Title _____	
Print Name _____	Date _____	

By signing and submitting this Reseller Application Form, you company (1) certifies the information is true, and (2) agrees to all the terms and conditions for being an Epson Authorized Ink Reseller