



MADTOWN
SOAP CO

MADTOWN SOAP CO.
HELLO@MADTOWNSOAP.COM

RESELLER'S AGREEMENT

This reseller agreement grants the following company:

herin referred to as "Reseller", the right to sell the products of MADTOWN SOAP CO. In exchange for that right, reseller agrees to the terms and conditions that follow:

1. **MINIMUM ORDERS:** Reseller must meet the minimum quantity and payment amount on all orders as specified by the seller. No exceptions unless otherwise agreed to by MADTOWN SOAP CO or in such circumstances of special orders as agreed to by MADTOWN SOAP CO

2. **PAYMENT TERMS:** Reseller agrees to prepay the first purchase order by money order or credit card. Subsequent orders may be paid by money order, credit card, or check. Reseller may thereafter be granted (after initial order), at the sole discretion of MADTOWN SOAP CO, 30-day payment terms. If such terms are granted, the reseller agrees to complete payment within 30 days of receiving the shipment. Reseller is required to pay only for the merchandise received (i.e. backorders excluded).

3. **ADDITIONAL FEES:** Late payments may revert payment terms to prepayment and may be subject to additional fees. Prepayment terms will remain unless otherwise dictated by the MADTOWN SOAP CO. Customer may be required to pay MADTOWN SOAP CO all costs, expenses, legal and collection fees as incurred in enforcing the terms and conditions as allowed by law.

4. **COMPETITIVE PRODUCT REFERENCE:** Reseller must never use any MADTOWN SOAP CO images, including product or model photos, trademarked MADTOWN SOAP CO name or logo mark, nor an name or logo mark designed or intended to be similar to any MADTOWN SOAP CO product name or logo mark, nor any descriptive or explanatory text, nor any reference to the MADTOWN SOAP CO products in reference or relation to any other company, product or brand name other than those produced or distributed by the MADTOWN SOAP CO without prior written consent. The MADTOWN SOAP CO may discontinue sales to reseller if this policy is violated at any time.

5. **ONLINE SALES:** Reseller agrees NOT to attempt to resell any MADTOWN SOAP CO product online via any business sites: eBay, AMAZON or other such third party websites with the exception of a personal online retail store, which may or may not support a physical storefront. Reseller further agrees any online sales meeting the above exception shall strictly adhere to all product(s) MAP pricing, not including shipping. Failure to comply may result in immediate termination of future wholesale pricing or sales from MADTOWN SOAP CO. Exceptions are only considered if prior written consent has been obtained from the MADTOWN SOAP CO by the reseller.

6. **USE OF PROMOTIONAL MATERIALS:** Reseller may use specific photo and/or graphic images and/or specific text provided by the MADTOWN SOAP CO for the promotion of or in conjunction with MADTOWN SOAP CO products only, and even then only for the duration that MADTOWN SOAP CO products are being actively offered for resale by reseller and the reseller agreement, terms and conditions are being fully honored. Failure to comply with these rules may result in the termination of future wholesale pricing offers or sales to the reseller. Contact hello@madtownsoap.com for link to press kit.

7. **PROPER USE OF TRADEMARK:** When reseller uses the MADTOWN SOAP CO trademark, reseller must represent all MADTOWN SOAP CO products with full product names in print including internet, audio, video and all media promotional materials. Trademarked MADTOWN SOAP CO and relating product logos should be used in print or publication whenever feasible. Permission to use the MADTOWN SOAP CO trademark and all other associated trademarks is at the sole discretion of the MADTOWN SOAP CO.

8. **REPACKAGING:** Reseller must never repack, reproduce or reformulate any MADTOWN SOAP CO product(s) without the express, prior written consent of MADTOWN SOAP CO. Failure to comply with this rule may result in the immediate termination of any future orders by the reseller. Private labels may be considered by the MADTOWN SOAP CO. Please contact hello@madtownsoap.com for more information.

9. **SHIPPING:** Orders shipped via USPS within the continental USA or via UPS, unless otherwise specified. Freight charges will be determined at time of shipping and will be added to each invoice. All shipments will be charged the actual freight cost of the order(s). Rates and service subject to change at any time at the sole discretion of the MADTOWN SOAP CO.

10. **DAMAGE CLAIMS:** Any claims for damaged or mis-shipped items must be made within 5 days of receipt of merchandise by calling 608.216.4361. Claims must be supported with photos of product, tracking number and outer carton.

11. **PRICING:** Wholesale/MAP prices are subject to change without notice and at the discretion of the MADTOWN SOAP CO. Violation of MAP pricing standards set forth by the MADTOWN SOAP CO. may result in the loss of wholesale pricing and order availability to the reseller. Wholesale/MAP pricing at time of purchase will be honored on orders set with a future ship date.

12. **TERRITORY PROTECTION:** MADTOWN SOAP CO. reserves the right to deny sales to a licensed reseller based on proximity to other MADTOWN SOAP CO customers. Resellers with protection will be determined by/at the sole discretion of the seller. MADTOWN SOAP CO. reserves the right to protect/unprotect territory with or without notice to the reseller. Territory protection policy subject to change by the MADTOWN SOAP CO and/or its affiliates.

THIS FORM MUST BE ACCOMPANIED WITH A PICTURE OF RESELLER PERMIT. Please email to hello@madtownsoap.co.

Print name:

Signature:

Business name:

Federal Tax ID/EIN:



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PRICE LIST + ORDER FORM, NATURAL GROCERY

PRODUCT	SKU	UPC	UNIT PRICE	MAP	UNITS/CASE	CASE PRICE	CASE PACKS	TOTAL
RIVER AT DAWN SCRUB SOAP + BODY WASH, 4 OZ	SOAP-DAWN-4	859227007282	\$4	\$6.99	6	\$24		
HARVEST MOON SCRUB SOAP + BODY WASH, 4 OZ	SOAP-MOON-4	859227007299	\$4	\$6.99	6	\$24		
FOREST BATH SHAVE SOAP + BODY WASH, 4 OZ	SOAP-BATH-4	859227007008	\$4	\$6.99	6	\$24		
LOVE BUD SHAVE SOAP + BODY WASH, 4 OZ	SOAP-LOVE-4	859227007046	\$4	\$6.99	6	\$24		
VOLCANIC REST FACE SOAP + BODY WASH, 4 OZ	SOAP-REST-4	859227007145	\$4	\$6.99	6	\$24		
SUNSHINE FACE SOAP + BODY WASH, 4 OZ	SOAP-SUNS-4	859227007039	\$4	\$6.99	6	\$24		
6 MIX PACK (ONE BAR OF EACH VARIETY)	SOAP-MIXD-6	-	\$4	\$6.99	6	\$24		
Suggested Opening Order:							-	
STARTER PACK (12 OF EACH VARIETY)	SOAP-STRT-12	-	\$4	\$6.99	72	\$288		
DISPLAY	SOAP-DSPY-1	-	\$50	-	1	\$50		
Easy Re-order:							-	
SUGGESTED REFILL (ONE CASE PACK EACH VARIETY)	SOAP-REFL-6	-	\$144					
							GRAND TOTAL:	

MADTOWN SOAP CO

2687 FITCHRONA RD, MADISON WI 53719

Phone: (608) 216.4361

Email: hello@madtownsoap.com

Web: madtownsoap.com

Insta: /madtownsoapco

WHOLESALE TERMS AND CONDITIONS

WHOLESALE PRICE LIST

Prices effective from May 19, 2022

Minimum Opening Order/Starter Pack:

\$288 + \$50 display deposit = \$338

\$288 = 12 each of 6 varieties, which fill display

Our original display is handmade from reclaimed Wisconsin barn wood

Depth: 14" Width: 10.5" Height: 17"

Additional fees apply for extra displays.

Minimum Re-order: \$144 (6 case packs)

All products are sold by the case pack of 6.

To Order: Email PO, this order form or simply a list of what you would like to hello@madtownsoap.com

TERMS:

NEW ACCOUNTS: Prepaid by check.

ESTABLISHED ACCOUNTS: Net 30

TERMS AND CONDITIONS OF CREDIT: All

orders must be paid no later than 30 days from date shipped. A credit limit will be placed on your account. If your account exceeds this limit, pre-payment may be required.

PAYMENT:

Payment by company check preferred.

SHIPPING:

Orders ship within 5 days or receipt via USPS or UPS, unless otherwise specified. Changes/Cancellations to orders must be made within 24 hours of original order email to be honored. Freight charges will be determined at time of shipping and applied.

CLAIMS:

Claims for damaged or mis-shipped items must be made within 5 days of receipt of merchandise by calling 608.216.4361.

RETURNS:

Returns are not accepted for merchandise unless damaged or mis-shipped.

NOTE: We do not offer free fill or consignment at this time. Thank you for your interest.

PLEASE PROVIDE THE FOLLOWING:

Business Name:

First and Last name of buyer:

Buyer email and phone number:

Shipping Address for orders:

