



Primo™

**Customer
Welcome Packet**

**UNITED STATES
WAREHOUSES**



ABOUT US

Primo International is a leading Canadian importer of fine quality leather and fabric upholstery, bedding, home furnishings and décor. Founded and headquartered in Montreal, Quebec, Primo International is a family run business, led by its President and CEO, George Itzkovitz.

Our steady growth and success is a direct result of our dedication to building strong alliances with our customers and suppliers from around the world. As a company that prides itself on treating its clients with honesty, fairness and respect, we are committed to offering the highest standard of products and designs, while maintaining competitive industry prices.

With two warehouses in Montreal, totaling 500,000 sq. ft., as well as in California and North Carolina, we are able to efficiently service all North America with ease. With permanent showrooms in three major North American cities, we are also an established participant at furniture trade shows across North America.

At Primo International, our staff of over 250 dedicated employees worldwide continues to grow thanks to the shared vision and hard work of our teams.

Primo International is also a Tier II Validated Customs-Trade Partnership against Terrorism (C-TPAT) Member. C-TPAT is an innovative government/private sector partnership program that secures the importing and exporting of goods, which results in the reduction of lead time to our customers.

OUR MISSION

Our mission is to remain committed to providing our customers with exciting and innovative quality made products at competitive prices. We, at Primo International, are devoted to the highest level of service and firmly believe in the fair, ethical and equal treatment of our valued clients, team members and suppliers.



Hyman Itzkovitz,
Founder



George Itzkovitz,
President and CEO

Onboarding Process

Thank you for choosing Primo International! This welcome packet will outline all of the necessary steps we will take together to get you fully onboarded as a new customer here at Primo. While your first point of contact will always be your sales representative, we want you to know that our entire staff is here and available to help serve you. With offices and warehouses in Charlotte, North Carolina and Ontario, California, as well as a full customer service and support team at our headquarters in Montréal, there is no request too big or too small for us to handle.

Let's get started

To open an account with Primo, the first step is to get you acquainted with your Sales Representative and Sales Manager. Primo has over 75 sales representatives and managers spread throughout the country. No matter where you are located, we can and will meet your service needs. Once you have reviewed the products and pricing with your rep, we only need a few forms completed to get you started with your first order.

1. New Account Onboarding Form

All new customers are required to fill out the first two sections of this form. We use this information to set up your account in our system, so please make sure all of the information is accurate and up to date. This is where you can choose your preferred payment method, and if you will typically be picking up from one of our facilities or if we will be shipping your goods. If you would like to apply for credit terms, please make sure to complete the final section in this document called "Financial Information & Trade References."

2. Retailer Receiving Information

If you selected "Freight Prepaid" on the New Account Onboarding Form, we will also need you to complete a brief questionnaire about your specific shipping requirements. Please select any additional services that you may require. Shipments are always booked with a default of "dock to dock," no "driver-assist," and no "delivery appointment." If you do not have a loading dock, or would like tracking information and delivery appointments, please be sure to let us know. Truck and transportation companies will add penalty fees to orders if these additional services are not booked in advance.

3. Credit Card Authorization

If you selected Cash Before Delivery, Check, or Credit Card as your preferred payment type, we will need to keep at least one credit card on file. Only one form is required, however, if you would like us to keep multiple cards on file, or change your card at a later date, all you have to do is fill out a new form and submit it to us.





Placing Orders

Once your account is fully set up, and we have all of the required information that we need from your company, you can begin placing orders. There are multiple ways that you can do this, and our preferred method is the one that is easiest for you. Here are some of the ways that you can place orders with Primo International:

1. Through your Sales Representative
2. Through our website
3. Via email (orders@primointernational.com)
4. Over the phone with a customer service agent
5. Onsite at one of our US warehouses

No matter how you place your order, we will ensure it is entered quickly and accurately. Items in stock are able to ship within 24-48 hours after an order is received. You may also request specific ship dates, pick up dates, or subscription-based purchases.

Our US Warehouses

Primo has two distribution centers in the United States. The first is located in Ontario, California and the second is located in Charlotte, North Carolina. We can effectively service the entire US and Mexico from these locations. All shipments and pickups originating in the United States will depart from one of these two facilities.

Freight Instructions

If you selected “Freight Prepaid” as your preferred shipping method on the New Account Onboarding Form, we will be handling your freight. That essentially means that we will be controlling every aspect of the shipment from the time it leaves our facility until it is delivered to you. It is extremely important to completely and accurately fill out the **Retailer Receiving Information Form** for every “Ship To” location you have. As previously mentioned, shipments are always booked with a default of “dock to dock,” no “driver-assist,” and no “delivery appointment.” If any additional services are needed, we just need to know in advance.

The freight/transportation industry has undergone many changes over the past few years. We have found that the best way to get you your goods fast and free of damage is to use General Commodity Carriers, also known as LTL Shippers. We work with some of the largest freight brokers in the country to get you the best possible rates while still using reputable carriers. Based on your geographical location, we will assign a freight rate to your account. This freight rate is a general prediction of what we expect the total shipment will cost. Unfortunately, due to rising fuel costs, labor shortages, and increased volume, sometimes the actual rates are higher than what we “predicted” on your order. If this happens, we will inform you immediately and together we will look for a solution to get your shipment moving.

The majority of shipments we send out are palletized on standard 48” x 40” pallets, and always include the name of your facility, a packing list, and our internal “Load Number.” LTL (Less Than Truckload) carriers are used when a shipment contains between 1 and 8 pallets. If a load contains between 9 and 14 pallets, it becomes a “Volume” shipment. Depending on the carrier, Volume shipments may be either palletized or floor loaded. Any shipment over 14 pallets (28’ of trailer space or 1500 cubic feet) typically requires a dedicated truck. In cases like this, we often try to consolidate your shipment with another customer to avoid charging you for a full trailer.





Freight Claims

Thousands of pallets are shipped every single day with LTL companies, so there is always a chance that something may happen to one in transit. Freight damage and lost items are rare, but do occur. If this does happen to your shipment, the following steps **MUST** be taken to ensure we are able to issue you a refund or credit for the lost/damaged pieces:

1. **Inspect the shipment** – Sometimes freight companies “Break” pallets. This means that they remove the stretch wrap or banding which allows pieces to fall or get lost. You should never receive loose items from an LTL provider.
2. **Reconcile the shipment** – Check the Packing List or Bill of Lading to see what is missing. If freight is damaged, use these documents to verify the SKU information.
3. **Inform the driver** – Sometimes pallets can be hidden behind other shipments on the back of a trailer, or mistakenly left behind at the terminal. Your delivery driver should be able to call their dispatch and get it resolved. If they do not know where the missing pieces/pallets are located, or if the freight is visibly damaged, tell the driver you would like to mark it on the BOL or Delivery Slip.
4. **Record the Loss/Damage** – Make sure that the drivers paperwork is clearly marked with the shortage or damage and get a copy for yourself. If the freight company is not made aware of a shortage or damage at the time of delivery, they will not approve a freight claim. Once the driver’s paperwork is marked, photograph the shipment. A minimum of 3-4 photos should be taken for each pallet. Once you have gathered all the paperwork and photos, send everything in to claims@primointernational.com so that we can begin working on your credit/refund.

At this point we will begin our claim with the carrier. Freight claims can take up to 3 months to resolve. We believe that is far too much time for you to wait on a credit or refund, so as long as you submit the photos and shipping documents immediately after the delivery, we will give you your money back within 24-48 hours.

It is extremely important that if the freight is damaged or if items are missing, you still accept the shipment. Please, do not refuse the freight. 24-48 hour refunds and credits can only be guaranteed if you take possession of the shipment. Refused shipments are sent back to one of our distribution centers for reconciliation and extend the claims process

Customer Pick-Up (Will Call) Instructions

If you selected Customer Pick Up as your preferred freight option on the **New Customer Onboarding Form**, here is the process you will need to follow to avoid long wait times or other issues with your order.

Once your order is ready for pick up, you will receive a copy of the load via email. At this point, you will need to call or email the warehouse to schedule an appointment. If we do not hear from you, our team will follow up by attempting to call a maximum of 3 times within 10 days to help you secure an appointment.

(Note: Any in-stock orders older than 14 days that do not have a scheduled pick-up appointment will be cancelled)

Due to the high volume of shipments at this time, same day pick up is currently unavailable. All customers, drivers and/or carriers that show up without an appointment will be advised by our team to either wait, or come back once an appointment has been scheduled.

All orders that have a scheduled appointment must be picked up that same day. You will have a 2-hour window for the pickup. If for any reason you need to re-schedule the appointment, a notice 2 business days in advance of the pickup is required via telephone or email.

“Add On” orders must be sent in a minimum of 2 business days prior to the scheduled Will Call appointment to be included on the pick-up.

Ontario Distribution Center

Located at 1540 East Acacia Street, Suite A in Ontario California, this 107,000 square foot space allows our company to service the entire western half of the United States. Our facility is accessible via Grove Avenue, Interstate 10, and Interstate 60. All dock doors are located on the rear of the building. Our staff consists of two shipping associates, 7 warehouse employees, one customer service manager, and one facility manager. Shipping hours are from 8 am to 3 pm, Monday through Friday. We can be reached via telephone at 909-757-5664 or through email at cawarehouse@primointernational.com.



Charlotte Distribution Center

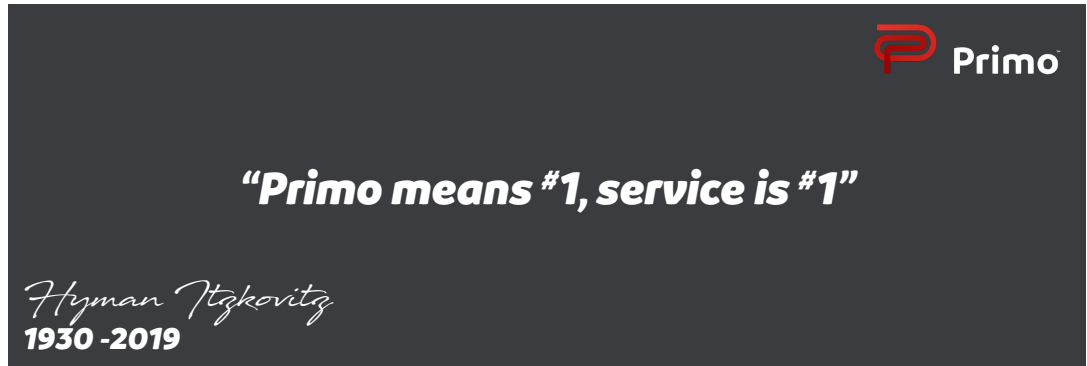
Located at 10230 Ridge Creek Drive, Suite D in Charlotte, North Carolina, this 67,000 square foot space allows our company to service the Eastern half of the United States. Our facility is accessible via South Tryon Street and Interstate 77, and is only a short distance from Interstate 85/485. All dock doors are located on the front of the building. Our staff consists of one shipping associate, 5 warehouse employees, one customer service agent, and one facility manager. Shipping hours are from 8 am to 3 pm, Monday through Friday. We can be reached via telephone at 704-386-2317 or through email at ncwarehouse@primointernational.com.



Warehouse Closure Dates

Here are the dates our US warehouses will be closed this year:

- New Years Day
- Good Friday
- Memorial Day
- Independence Day
- Labor Day
- Rosh Hashanah
- Yom Kippur
- Year End Inventory
- Thanksgiving, and the day after Thanksgiving
- Christmas through New Year's Eve



Additional Contacts at Primo

In addition to reaching out to our distribution centers or sales reps directly, the following resources are also available to you should you need them.

New Orders, Modifications, Add-On Orders, and Order Inquiries

- orders@primointernational.com
 - >Please also CC cwarehouse@primointernational.com if shipping out of California
 - >Please also CC ncwarehouse@primointernational.com if shipping out of North Carolina

Returns and Exchanges

- claims@primointernational.com

Billing or Payment Inquiries

- accountspayable@primointernational.com

For all other inquiries, please send all requests to:

- support@primointernational.com

Loyalty Program



PrimoTM
REWARDS *plus*

The Primo Rewards Plus Program is open to all participating Primo International customers. Primo Rewards Plus members earn Miles/Points on all paid warehouse and container orders with Primo International. Earn one (1) Mile/Point for every \$10 on paid warehouse and container orders with Primo International. Additionally, we regularly list bonus offers that allow you to earn even more Miles/Points! Primo Rewards Plus Points can be redeemed for account credits and charitable donations, as well as gift cards and merchandise.

How We Calculate Your Rewards

- Miles/Points are not awarded on taxes or freight; rewards are subtracted for all returned purchases.
- Transactions/Rewards are processed at the end of each month. Please allow an additional 3-4 weeks for your Miles/Points to appear in your Account History.
- You will earn Miles/Points on paid invoices, beginning in the month you join the Primo Rewards Plus Program.
- We reserve the right to modify the reward program offers at any time with or without notice in accordance with the Terms & Conditions.

Enrollment

Signing up for Primo Rewards is easy – go to www.primorewardsplus.com, click on the **Join** page, enter your contact information, select your preferred reward currency and provide your Primo International Account Number. You may also complete the attached form and send it in to rewards@primorewardsplus.com.



Join Primo Rewards Plus Today!

How to Join: Enroll in the Primo Rewards Plus Program by doing one of the following.

Hand-in: Complete this form in its entirety and hand it to your account representative.

Email: Complete this form in its entirety and email to rewards@primorewardsplus.com

Online: Complete your profile online at PrimoRewardsPlus.com



PLEASE PRINT CLEARLY

ALL FIELDS REQUIRED

Company Name:	Account Number:
First Name:	Last Name:
Address:	City:
State:	Country:
Zip:	Email Address:
Phone Number:	Cell Number:

Rewards Program (choose one):

- | | | |
|--|---|---|
| <input type="checkbox"/> Primo Rewards Plus | <input type="checkbox"/> American Airlines AAdvantage | <input type="checkbox"/> Frontier Airlines EarlyReturns |
| <input type="checkbox"/> Hawaiian Airlines HawaiianMiles | <input type="checkbox"/> Icelandair Saga Club | <input type="checkbox"/> IHG Club |
| <input type="checkbox"/> United MileagePlus | <input type="checkbox"/> Virgin Atlantic Flying Club | |

(For airline and hotel programs only. Your Primo International account number will be your membership number if you choose Primo Rewards Plus Points.)

Reward Program Member Number: _____

Terms: By submitting this enrollment form you

- Certify that you are over the age of majority in the state/province in which you reside;
- Consent to our collection, use and disclosure of your personal information except as you may otherwise notify us, as described in our Privacy Policy and
- Agree to the Terms and Conditions of the Primo Rewards Plus Program, as they may be amended from time to time.

I agree with the Terms and Conditions



NEW ACCOUNT ONBOARDING FORM

Please complete the new account onboarding form in full and clearly check (✓) the appropriate box.
 Send complete & signed form to salesupport@primointernational.com

COMPANY INFORMATION	Company Name:	_____		
	Address (no P.O. Box):	_____		
	City:	State:	Zip Code:	
	Tel:	Fax:		_____
	E-mail:	In business since:		
	Are you part of a buying group?:	<input type="checkbox"/> No <input type="checkbox"/> Yes (USD)		
	Terms Requested:	<input type="checkbox"/> CASH BEFORE DELIVERY (CBD) <input type="checkbox"/> CREDIT CARD <input type="checkbox"/> CHECK (USA) <input type="checkbox"/> TERMS Amount (\$)		
	FED ID #:	_____		
Transportation Type:	<input type="checkbox"/> Prepaid <input type="checkbox"/> Pick-up			

****Must confirm Tax ID# or FED ID# & transportation type in order to process without any delays**

PRINCIPAL INFORMATION	Owner:	_____
	Address (no P.O. Box):	_____
	Buyer Name:	_____
	Buyer Tel:	_____
	E-Mail (to receive order acknowledgements):	_____
	Accounts Payable Contact:	_____
	E-Mail (to receive invoices):	_____
Shipping/Receiving Email:	_____	

FINANCIAL INFORMATION TRADE REFERENCES	Bank:	Trade Reference 1 Company Name:
	Bank Contact name:	Trade Reference 1 Contact Name:
	Bank Contact Tel:	Trade Reference 1 Tel:
	Bank Account #:	Trade Reference 2 Company Name:
	Bank Address:	Trade Reference 2 Contact Name:
		Trade Reference 1 Tel:

The undersigned certifies the above information to be true and correct. The undersigned agrees to respect the sales terms and conditions of Primo International. Milberg Factors is authorized to obtain or exchange any personal information as it may require, with any personal information agent or credit grantor with whom the undersigned has financial relations, towards establishing or verifying his financial standing.

Signature of Applicant: _____ Title: _____ Date: _____

INTERNAL USE

SALES / OFFICE USE ONLY	Territory No.:	Salesman No.:
	Default WHSE:	Carrier No.:
	Customer Type No.:	Manager No.:
	Exec Mgr No.:	DC Freight Zone No.:
	<i>Please always indicate what territory is located the account. Always indicate your salesman number.</i>	

7000 HOCHELAGA MONTREAL, QUÉBEC, CANADA H1N 1Y7 | T: (514) 256-7543 F: (514) 256-4974 | CANADA: 1-800-267-7746 / US: 1-888-774-6687



For retailers with multiple delivery locations, please fill out one form for each "Ship To" address

RETAILER RECEIVING INFORMATION

Please complete the new account onboarding form in full and clearly check (✓) the appropriate box. Send complete & signed form to salesupport@primointernational.com

COMPANY INFORMATION	Company Name:	_____
	Store/Warehouse Name:	_____
	Shipping Address:	_____
	Telephone number:	_____
	Email Address:	_____

COMPANY INFORMATION	<input type="checkbox"/> Liftgate – Stores without a loading dock, or loading docks that are not large enough for a 53' trailer require a liftgate	\$75 Avg.
	<input type="checkbox"/> Inside or Residential Delivery – Products are delivered inside the residence or business by our delivery team.	\$150 Avg.
	<input type="checkbox"/> Delivery Appointment – Business with specific time windows can receive a call prior to delivery to arrange for an appointment.	\$5.00
	<input type="checkbox"/> Tracking (When Available) – Track your shipment in real time with our tracking information after an order has shipped (Only available when shipping with major LTL carriers).	No Charge!
	<input type="checkbox"/> Metro Delivery – Deliveries into cities with tight roads, traffic congestion, and difficult to access store fronts or loading docks.	Varies by City

DELIVERY INFORMATION	Loading Dock On-site?	<input type="checkbox"/> YES <input type="checkbox"/> NO
	Preferred Dock Door or Delivery Entrance :	_____
	Delivery Contact Name:	_____
	Delivery Contact Email (if different from Company Email):	_____
	Delivery Contact Email (if different from Company Phone):	_____
	Customer PO Required on BOL?	<input type="checkbox"/> YES <input type="checkbox"/> NO
	Please list any additional special instructions or unique services that you may require here:	_____
	Do you need a standing appointment time?	<input type="checkbox"/> YES <input type="checkbox"/> NO

If yes, schedule for ____:____ AM PM
Day of the week: S M T W T F S



CREDIT CARD AUTHORIZATION FORM

Please complete the new account onboarding form in full and clearly check () the appropriate box.
Send complete & signed form to salesupport@primointernational.com

COMPANY INFORMATION	Company Name: _____	Date: _____
	Phone Number: _____	
	Account Number: _____	

CREDIT CARD FORM	Invoice Number Order Number: _____
	Final Amount in US Currency : _____
	<input type="checkbox"/> MasterCard <input type="checkbox"/> Visa <input type="checkbox"/> Amex <input type="checkbox"/> Discover
	Cardholder Complete Name (Print): _____
	Credit Card Number: _____
	Expiry Date: _____
	*Card Verification Digits CVV (Found Behind): _____
Cardholder Signature: _____	

FOR FUTURE ORDERS	-----	
	<input type="checkbox"/> YES, I WOULD LIKE PRIMO TO KEEP MY CREDIT CARD ON FILE AS METHOD OF PAYMENT FOR FUTURE ORDERS. PLEASE CHECK THE BOX AND SIGN BELOW	
	Cardholder Signature: _____	Date: _____



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www.primointernational.com

