



FOUR FOOT (PACKAGED GOODS ONLY) PLANOGRAM PROGRAM

May not be combined with other programs, promotions or discounts.
No substitutions. One (1) per retail store location.
- NEW RETAILERS ONLY - Form Must Be Completed In Full.

Step 1:

Retail Name: _____

Street Address: _____

City, State, Zip: _____

Contact: _____

Phone: _____ Fax: _____

Email: _____

Distributor: _____

Distributor Sales Person: _____

DD Sales Person: _____

Step 2 - Frequent Buyer Program:

YES - This retailer will participate in the L'Avian Plus™ Consumer Frequent Buyer Program.

Please send store kit immediately. (PLPKT0200)

YES - This retailer will participate in the L'Avian Plus™ First Food Free Program.

Please send store kit immediately. (PLPKT0250)

Step 3 - Point of Sale FREE:

YES, this retailer will install all required and available POS materials. Please have distributor representative or D&D representative order materials required for this location.

Send _____ L'Avian Plus™ Product Guides for consumers and store reference. (PLPFM0200)

Step 4 - Introductory Promotion:

Describe briefly how this retailer will promote the L'Avian Plus™ product line.

Approved by Distributor Sales Manager

Date

Distributor Order/Invoice Number _____

Step 5 - Order Product (Packaged Goods Only):

50% off items listed below. Order must be for a minimum of 5 different items. Limit one case per item. Case lots only. Program limited to new L'Avian Plus™ customers only. One program per retail location.

ITEM #	ITEM	ITEM SIZE	TOTAL CASES
121020	Canary Food	12 / 2 lb.	_____
123020	Finch Food	12 / 2 lb.	_____
124020	Parakeet Food	12 / 2 lb.	_____
122040	Cockatiel Food	6 / 4 lb.	_____
126050	Cockatiel Food, No Sunflower	6 / 5 lb.	_____
125030	Parrot Food	6 / 3 lb.	_____
127040	Parrot Food, No Sunflower	6 / 4 lb.	_____
228040	Tropical Parrot Food	6 / 3.5 lb.	_____
005205	TropikTreet™ Cockatiel	12 / 5.5 oz.	_____
005314	TropikTreet™ Parrot	12 / 14 oz.	_____
005414	TropikTreet™ Large Parrot	12 / 14 oz.	_____
033030	Bean Cuisine™	6 / 3 lb.	_____
065040	X-Stress™	12 / 4 oz.	_____
213050	Spray Millet	12 / 5 oz.	_____
001430	Parakeet Fun Treat	12 / 3 oz.	_____
001230	Cockatiel Fun Treat	12 / 3 oz.	_____
001530	Parrot Fun Treat	12 / 3 oz.	_____
003830	Crunch & Fun Parrot Treat	6 / 13 oz.	_____
183070	Ferret Food	6 / 3.5 lb.	_____
182070	Gerbil Food	6 / 5 lb.	_____
184070	Guinea Pig Food	6 / 5 lb.	_____
185070	Hamster Food	6 / 5 lb.	_____
186020	Hedgehog Food	6 / 1.5 lb.	_____
187070	Rabbit Food	6 / 5 lb.	_____
188030	Chinchilla Food	6 / 2.5 lb.	_____
194140	Guinea Pig Treat	12 / 14 oz.	_____
191060	Hamster/Gerbil Treat	12 / 6 oz.	_____
197130	Rabbit Treat	12 / 13 oz.	_____
198040	Ferret Treat Pouch	12 / 4 oz.	_____
003130	Hamster/Gerbil Fun Treat	12 / 3 oz.	_____
003430	Guinea Pig Fun Treat	12 / 3 oz.	_____
003730	Rabbit Fun Treat	12 / 3 oz.	_____

TOTAL CASES ORDERED

Signature Required:

By signing below, retailer named agrees to place L'Avian Plus™ products ordered in a prominent, high-traffic store location and maintain the retail product display for a period of six months. Shelf inventory must be maintained at all times. Delivery of product subject to verification. Failure to provide copy of invoice upon request showing delivery of required products voids the program, and distributor will be billed for the total cost of fixtures and free products.

Signature _____

Date _____