



Retailer Handbook

**FACT: NOBODY LIKES
HANDBOOKS.
ALSO FACT: WE HAVE
TO HAVE ONE.
HERE WE GO.**

A NOTE FROM LAURA

Dear Retailer Family,

Thank you for being a part of the Rethunk Junk Retailer Family. When we started this adventure over eleven years ago, I never could have imagined what it would become and we couldn't have done it without you! We have loved running Rethunk Junk like a small little family.... which is what it feels like. But as we have grown, we realize it is necessary to be a little more official with some things.

We wrote this "Retailer Handbook" to help define where we're heading and how we can all get there together. We don't want to just throw a bunch of rules at you—although there are some rules too—but instead we hope to share tips that help everyone find success and set boundaries that help us all treat one another with kindness and respect.

Happy Rethinking,

Laura

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I. Getting Started...

PLAN FOR SUCCESS

1. Grow one step at a time. Building a paint business is a marathon—not a sprint.
2. Don't be afraid to make mistakes; it's when we learn the most.
3. Embrace changes and try new things—new techniques, new styles, new displays, & new products.
4. Be flexible, positive, & never stop learning about the products, the process, the customers, or yourself!

SHOW IT OFF

1. Have a dedicated display area in your booth/store for RTJ.
2. Keep your products stocked & neat with clear pricing info.
3. Have a partially painted piece in your display to show the dramatic before & after results! This one is super important and will help your sales!
4. Use available marketing materials—signs, brochures, and educational printables to educate your customers. These materials can be found in the Files section of the Rethink Junkies Facebook Group and also in the retailer resources area of our website.
5. If you don't paint much, start! Retailers who sell Rethunk'd furniture AND the paint grow MUCH faster because customers buy more when they can see it in use! Plus...retailers who teach classes sell even more paint!!!
6. Become a product expert! The more you use it, the more you'll know.



Photo by Retailer Dani Martin
High Cotton Décor—Little Rock, AR

KNOW YOUR MARKET

1. Understand who your customer is. Who visits your store?
2. Know who your paint competition is. Are other brands sold nearby or even in the same store?
3. Know what makes RTJ the superior choice and emphasize those details in your display.
4. Know the appropriate pricing strategy for your market.



PRICE STRATEGICALLY

1. Rethunk Junk is competitively priced within the furniture paint industry and retailers should price within our recommended pricing range (MSRP) published in [Attachment 1](#).

Retailers may not advertise product pricing below Rethunk Junk's published prices.

IMPORTANT

When RTJ offers an advertised promotion, retailers may participate but participation is not required. Retailers may not advertised a lower sale price than the published sale offered by RTJ.

2. Don't devalue the RTJ brand by pricing too low.
3. We respect your judgement when pricing your product for your business & market, but pricing guidelines are offered to protect the interests of all Rethunk Junk retailers.
4. Failure to maintain pricing equivalent to RTJ's minimum suggested price will result in one reminder followed by suspension of wholesale discount.

II. Business Basics...

KNOW HOW & WHEN TO ORDER

1. Always place your orders online at WWW.RTJWHOLESALE.COM
2. Always log in using the same account to place your orders. This is important so your account volume can be accurately tracked for the rewards program. We are not able to combine totals so if you use more than one email address or shipping address, you will not receive credit for all of them.

Retailers must maintain a minimum of \$199 monthly order average to maintain wholesale pricing benefit. Averages are reviewed monthly and evaluated based on the past 3 months (P3M). Should you fall below the \$199 average, your wholesale discount will be turned off & zip code opened. To reactivate your account, you will need to reapply and place the minimum opening order of \$750 upon approval. (This is the rule...but we understand that sometimes situations arise that call for exceptions. Communication is key!)



3. Wholesale shipping is a flat \$9.95 on orders up to \$100 and 10% on all orders over \$100.

**FACT: TOP 10 RTJ
RETAILERS STOCK
THE COMPLETE LINE.
THEIR CUSTOMERS
KNOW THEY CAN
BUY ANY RTJ
PRODUCT AT THEIR
LOCAL STORE!**

4. Allow time for shipping (can vary from 1-3 weeks). Don't wait until you are completely out of something to order.

USE COUPON CODES

1. You must apply any applicable reward coupon code(s) at the time of purchase (see [Attachment 2](#) for details regarding our Retailer Rewards & Incentives Program). Coupon codes cannot be applied after the order is submitted.

LEVERAGE YOUR BENEFITS WITH OUR RETAILER REWARDS PROGRAM



Buy more, earn more with our new Retailer Rewards Program!

Requirement	Bronze**	Bronze	Silver	Gold	Platinum	Platinum Plus
Minimum Monthly Inventory Order Avg	\$199	\$199	\$450	\$750	\$1,200	\$2,000
Brick & Mortar Store or Booth		x	x	x	x	x

Benefits

	Bronze**	Bronze	Silver	Gold	Platinum	Platinum Plus
Wholesale Pricing	x	x	x	x	x	x
Zip Code Protection		x	x	x	x	x
Listing on RTJ Store Locator		x	x	x	x	x
Authorized Retailer Window Cling*		x	x	x	x	x
NEW Volume FREE PREP Codes		x	x	x	x	x
NEW Drop Ship Program			x	x	x	x
RTJ Apron*			x	x	x	x
Free Pack (50) Color Charts*			x	x	x	x
Round 12" Authorized Retailer Sign*				x	x	x
Roll of RTJ Ribbon*				x	x	x
Sheet of RTJ Stickers*				x	x	x
Free Pack (50) Rack Cards *				x	x	x
Floor Pour Line (with qualifying initial order)				x	x	x
Laura's exclusive SWAG Bag*					x	x
12 Free 8oz Tuff Top* (retail value \$162)					x	x
6 Free Clean Top* (retail value \$48)					x	x
6 Free Pints of Cloud (retail value \$113.70)					x	x
6 Free 8oz DW Stain Top (retail value \$81)						x
12 Free Quarts of Cotton* (retail value \$395)						x

* indicates retailer perk that can redeemed once per 6 months with provided coupon code.

Bronze** is a retailer category that has been discontinued. Brick & Mortar or Booth locations are now required for wholesale eligibility for all new retailers.

FYI: RETAILER REWARD LEVELS WILL BE ANNOUNCED EACH SEPTEMBER 1ST AND MARCH 1ST AND ARE BASED ON YOUR PREVIOUS SIX MONTH ORDER HISTORY.

EXPAND YOUR REACH WITH DROP SHIPPING

1. Silver, Gold, Platinum & Platinum Plus retailers are invited to use the Drop Ship Program to expand your inventory and help meet your customers' needs when you occasionally run out of stock or special circumstances arise.
2. Drop ships are meant to help assist you in meeting all your customers' needs. They are NOT meant to be your complete business model.
3. Refer to **Attachment 3** for complete Drop Ship Rules and Instructions.



PROTECT YOUR ZIP CODE

We offer Zip Code Protection for your physical retail location and will not knowingly place another retailer in your zip code.

To maintain that protection, the following are *required*:

- a. Provide a copy of your current booth or store lease.
- b. Maintain a dedicated display for the RTJ product line in your booth or store with adequate inventory of {most} RTJ products.
- c. Maintain a monthly inventory order average of \$199 per location. **{Drop Ships are not included in this total.}** Retailers are evaluated monthly based on their past 3 month (P3M) average.
- d. Falling below the \$199 minimum per location may result in the zip code(s) being made available to waitlisted retailers.
- e. Inventory orders should always be shipped to the same address—preferably in the protected zip code.

III. Brand Yourself...

DEFINE YOUR BRAND

1. Your business should have its own name—an identity/brand.
2. RTJ is a tool in your business identity's tool belt, but Rethink Junk is not your business's identity.
3. Once you have a brand name, get your brand social on Facebook & Instagram (at least). TikTok, YouTube & Pinterest are also excellent places to promote and find customers...if you have the time and resources.
4. Take before & after photos of your projects and share them on your social media.
5. Ask your customers to send you before & after photos of their project and share them on your FB page and TAG them. Ask them to share in our Q&A group.
6. Remember...every customer has a creative gene inside of them & you can help them discover theirs. When you do that, you create a customer for life! Beyond that, they will tell everyone they know about your business and the fabulous paint you sell.



**TIP: SUCCESSFUL RETAILERS
DON'T JUST SELL PAINT.
THEY OFFER AN EXPERIENCE,
TEACH A SKILL, NURTURE A
HOBBY...& HELP OTHERS
DISCOVER A PASSION.**

7. Offer classes if space allows.
8. Do live demonstrations.
9. Make yourself available to answer questions.
10. YOUR customers want to connect with YOU! Local customers LOVE their local retailer's experience, advice, and encouragement!

PROTECT BRAND INTEGRITY

We offer a well-known brand with fabulous marketing materials intended to help you sell the complete product line. To protect the future integrity of the RTJ brand, we ask the following:

1. “Rethunk Junk” is trademark protected and the property of Rethunk Junk by Laura. It may not be used in any form as part of your business name or branding identity. This includes all social media pages and groups.
2. The Rethunk Junk logo is trademark protected and cannot be changed in ANY way. This includes adding words or changing colors.
3. Do not use the Rethunk Junk logo to create and/or sell any branded merchandise (i.e. mugs, aprons, shirts etc).
4. Do not repackage or relabel any products for any purpose.
5. Retailers may not repackage sample sizes of any Rethunk Junk products.
6. Marketing materials and graphics created and shared by Rethunk Junk by Laura may be used for promotion of RTJ at your location. Edits to or addition of retailer branding is prohibited*.



*Marketing graphics prepared with intentional blank spaces (such as sale graphics) are an exception and are intended for retailer personalization. General marketing and informational graphics provided by RTJ may not be edited in any manner.

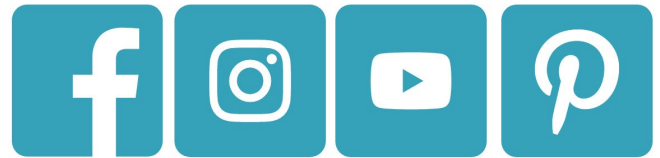
Note: We understand that our position on this has evolved as our company has grown. Occasional errors are understandable and we will absolutely extend grace when possible. We will make every reasonable effort to communicate any concerns. Repetitive violations of our trademark protection will result in termination of wholesale account status.

IV. Get Social...

CONNECT WITH RTJ

1. Join our Rethunk Junkies FB Group for RETAILERS ONLY. Be sure to tune in for Laura's weekly LIVE on {most} Tuesdays at 2 for the latest news and updates just for Retailers. Can't join live? No worries—just catch a replay when it's convenient—they're typically short and sweet.
2. Join our Rethunk Junk by Laura Paint Q&A FB Group. This fabulous community is for customers and retailers! We love when retailers participate as expert RTJ users. Plus, you will learn so much there—from shared successes and failures!
3. Like & follow Rethunk Junk on Facebook & Instagram. Tag us when you share photos featuring RTJ products and be sure to comment when we share your projects.
4. Watch & share Laura's weekly Facebook LIVE tutorial on our main FB Page {most} Thursdays at 3. Share, share, share!

Connect with us!



GET SOCIAL

We welcome the participation of RTJ retailers in our social media communities. These communities allow you to get inspired, share techniques & projects, and help raise brand awareness. The more voices shout that RTJ is fabulous, the more consumer confidence blossoms and brand awareness grows!

To participate in our social media communities, we ask the following:



IMPORTANT

- a. Tell your customers about the Q&A group & invite them to join. It will most definitely help you sell RTJ!
- b. Share your own before & after photos to the Q&A group *from your personal profile*. Your participation in & contributions to the group will help establish your personal reputation as an experienced & knowledgeable user.
- c. DO NOT use the *Q&A Group* to promote your brand/business. *Posts from business pages or with business branding may not be approved.*
- d. If you are okay with other retailers sharing your work, share your project photos in the *Rethunk Junkies* group *with your brand watermark.*
- e. Use fabulous posts shared by other retailers in the Junkies group after asking permission to use their work. Be sure to tag them when you share their work. *Please respect these basic social media courtesies.*
- f. Use and share the branded graphics RTJ creates. Easily share or save graphics and share them on your pages. *DO NOT edit RTJ-owned graphics or images in any way* (unless design space is intentionally left blank for retailer personalization as on sale graphics).
- g. DO NOT invite people to private message directly with you from our official pages or communities.
- h. DO NOT think that because you have answered a question, you should get the sale. The person asking may be another retailer's customer! That other retailer may have answered the question of one of your customers. *If we work together on these sites to build consumer confidence, everybody wins!*

GET SOCIAL (cont'd)

- i. DO NOT suggest other product lines or alternative methods.
- j. DO NOT answer if you are not sure of the answer or haven't actually tested a method.

V. Keep In Touch...

WAYS TO REACH US

When all is well, we rarely hear from you, but we miss you when it's like that. So occasionally we goof up so you'll reach out again and when that happens....

1. Report shipping issues like damages or missing items with all applicable information here:

www.rtjwholesale.com/reportissue/

The wholesale team monitors reports daily and generally responds within 72 hours.

2. If you are considering expanding or relocating your business and need to verify zip code availability for a new area, you can check or verify zip availability by submitting an inquiry here: www.rtjwholesale.com/zipcodecheck/
3. If you have a question related to a Drop Ship order, please email customerservice@rethinkjunkbylaura.com.
4. If you have a technical question pertaining to the website or your online account, email diego@rethinkjunkbylaura.com.
5. If you have questions not related to the areas above, email wholesale@rethinkjunkbylaura.com.



DO NOT ASK / DISCUSS NEGATIVE ISSUES OR FEELINGS IN THE RETHUNK JUNKIES GROUP OR WITH OTHER RETAILERS. JUST CONTACT US DIRECTLY SO WE CAN HELP.

Attachment 1—Pricing



Confidential Retailer Pricing

Effective January 15th, 2021*

Product	Wholesale Cost	MSRP	
		Low	High
Paint 16oz Pint	\$ 10.00	\$ 18.95	\$ 22.00
Paint 32oz Quart	\$ 18.00	\$ 32.95	\$ 39.95
Paint 128oz Gallon	\$ 60.00	\$ 119.95	\$ 131.95
Metals Paint 8oz	\$ 7.00	\$ 13.50	\$ 15.95
Prep 8oz	\$ 5.00	\$ 9.95	\$ 10.95
Prep 64oz	\$ 15.00	\$ 29.95	\$ 32.95
Clean Top 8oz	\$ 3.50	\$ 7.95	\$ 8.50
Glaze 8oz	\$ 7.00	\$ 13.95	\$ 15.95
Gunk 8oz	\$ 4.00	\$ 8.00	\$ 8.95
Tuff Top 8oz	\$ 6.50	\$ 13.50	\$ 14.95
Tuff Top 32oz	\$ 20.00	\$ 39.95	\$ 43.95
Flat Top 8oz	\$ 6.50	\$ 13.50	\$ 14.95
Stain Top 8oz	\$ 6.50	\$ 13.00	\$ 14.95
Wash 8oz	\$ 7.00	\$ 13.95	\$ 15.95

Extras	Size	Qty	Cost	Low	High
Scrubby Pads	2 Pack	1	\$ 1.25	\$ 3.00	\$ 3.00
Wooster Brush	2"	1	\$ 4.95	\$ 8.95	\$ 10.95
Miracle Brush		1	\$ 4.25	\$ 4.25	\$ 9.95
Chip Brush	2"	1	\$ 0.60	\$ 1.20	\$ 1.32
Mixing Container	1Qt	10	\$ 1.25	\$ 2.50	\$ 2.75

*Rethunk Junk by Laura reserves the right to adjust prices as necessary.

REMINDER: Retailers may not advertise product pricing below the “Low MSRP” above. Additionally, retailers may not advertise sale events with advertised savings greater than any Rethunk Junk SALE event pricing. These guidelines are intended to protect the pricing integrity of Rethunk Junk by Laura as well as the interests of all Rethunk Junk retailers.

UPDATED

Attachment 2—Coupon Codes



Retailer Discount Codes

Cart Subtotal Value	Coupon Code	FREE 8oz PREP	Retail Value	Savings Value*
\$300.00 - \$499.99	300	5	\$ 49.75	17% - 10%
\$500.00 - \$749.99	500	10	\$ 99.50	20% - 13%
\$750.00 - \$999.99	750	15	\$ 149.25	20% - 15%
\$1,000 +	1000	20	\$ 199.00	20% max

*Savings Value is determined by dividing Retail Value of FREE Prep by Order Subtotal.



Why the change to our retailer coupons? To put

it simply, we don't want to raise our wholesale pricing! This change will allow RTJ to maintain current wholesale prices during a very turbulent time in the paint industry—while ALSO providing a greater value to you! That's something to celebrate!

Plus...Save more with Retailer Rewards

Every September & March you will receive an email letting you know whether you are a Bronze, Silver, Gold, Platinum or Platinum Plus RTJ Retailer. Each level will include coupon codes for various rewards. To claim your reward(s), apply coupon code(s) to any order during the redemption period. Note: All codes will have expiration dates.

TIP: MAXIMIZE YOUR VOLUME DISCOUNT VALUE BY SUBMITTING ORDERS NEAR \$500, \$750 & \$1000 SUBTOTALS

Attachment 3—Drop Ships

UPDATED

What is Drop Shipping?

The Drop Ship program was created in 2020 to allow retailers to continue to meet customers' needs while shops experienced closures during the peak of the pandemic. It has become a great addition to our retailer program allowing shops to provide the entire RTJ product line to their customers when inventory has been limited for a variety of reasons. We are pleased to extend this program, with the following changes effective 9/1/2021:

1. Drop Ship pricing will be 65% of our MSRP.
2. Silver, Gold, Platinum & Platinum Plus retailers are eligible to participate.
3. Drop Ship orders must be submitted at www.rtjwholesale.com/dropship/

(If your retailer account is eligible, you will have access to place Drop Ship orders via that url. Drop Ship orders submitted via the previous method will be cancelled and refunded.)

How do I Drop Ship?



Step 1: Collect your customer's payment. Remember that you will be charged standard retailer shipping on the drop ship. You may charge the customer the shipping, split the shipping, or pay shipping yourself. This depends on the situation & is at your discretion..



Step 2: Visit www.rtjwholesale.com/dropship/ to submit the order. Remember to change the "Ship to:" information to your customer. Pricing will be 65% of our MSRP. You will make 35% on each product.



Step 3: We will handle it from there. Drop ship orders typically ship directly to your customer in 3-5 days. Sometimes it is faster, but it's always better to under-promise and over-deliver!

Note: Please check and double check accuracy of shipping information prior to submitting. Due to the speed of order processing, we are not able to guarantee change order requests can be applied to Drop Ship orders once submitted.



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