

NEW CUSTOMER INFORMATION FORM



4628 Amash Industrial Drive
Wayland, MI 49348
Phone: (616) 877 - 0000
Fax: (616) 877 - 4346
800#: (888) 474-7661
Email: sales@gripontools.net

Corporate ID (Company Name):
Responsible Party (Billed Through):
Sales Rep.:

Web Site:

ADDRESSES:

- Mailing

Address _____

City _____

State, Zip _____

Country _____

Phone _____

Fax _____

Toll Free _____

E-mail _____

- Shipping

Address _____

City _____

State, Zip _____

Country _____

Phone _____

Fax _____

Toll Free _____

E-mail _____

- Physical

Address _____

City _____

State, Zip _____

Country _____

Phone _____

Fax _____

Toll Free _____

E-mail _____

CONTACTS:

- Purchasing

Name _____

Dept/Title _____

Address _____

City _____

State, Zip _____

Country _____

E-mail _____

Phone _____

Fax _____

Cell/Beeper _____

Birthday _____

- Accounts Payable

Name _____

Dept/Title _____

Address _____

City _____

State, Zip _____

Country _____

E-mail _____

Phone _____

Fax _____

Cell/Beeper _____

Birthday _____

- (Other)

Name _____

Dept/Title _____

Address _____

City _____

State, Zip _____

Country _____

E-mail _____

Phone _____

Fax _____

Cell/Beeper _____

Birthday _____

Tools That Mean Business

Anniversary

Anniversary

Anniversary

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Corporate ID (Company Name):
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Sales Rep.:

Web Site:

REFERENCES: (3 Businesses & 1 Bank) **If you wish to remain on credit card terms, no references are needed**

- Name	- Complete Address (City, State, Zip)	- Phone/Fax
1.		-FAX -PHONE
2.		-FAX -PHONE
3.		-FAX -PHONE
4.		-FAX -PHONE

I have the authority, and do hereby give my authorization for GRIP On Tools to obtain a credit reference for the above listed business.

***Signature Required:**

Date:

BUSINESS & FINANCIAL INFORMATION: (The following information must be provided. It will be held in the strictest confidence.)

Credit Card Type Exp. Date ___ Credit Card # CVV # _

Business/Tax ID#

* Please fax copy of business license

Individual

Partnership

Corporation

Check here if
Incorporated within
last 12 months

DO NOT WRITE IN SPACE BELOW

References Checked By

Credit Approved By

Date

Tools That Mean Business

Date

Reference Results

Credit Refused By

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TERMS & PREFERENCES:

What days/times do you accept shipments?

Credit Limit TBD

Payment Terms Net 30

Order Minimum \$1,000

Shipping Terms: FOB Collect Order Acknowledgement Required (Y/N)

PO #'s Required (Y/N)

Invoice Options: Options:

Fax Only

Mail Only

E-mail

Fax/Mail

Statement Options:

Fax Only

Mail Only

E-mail

Fax/Mail

Mailing List

(Provide dates)

Monthly Specials

Birthday

Christmas

Anniversary

NOTES:

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GRIP TERMS

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Dear Potential Customer,

We're excited to hear you wish to conduct business with us. We look forward to a long lasting and mutually beneficial business relationship.

To get things started...

- All orders must be a minimum of \$1,000 (Negotiable with your salesman)
- Items must be ordered by the case qty.
- Our terms are Net 30
- FOB: Wayland
- We require the first order to be pre-paid or paid with a credit card.

Please fill out and return the customer information form to customerservice@gripontools.net or fax to 616-877-4346 so we may begin setting up your account. In regards to the credit references, please be sure to include contact names, addresses, phone #'s, fax #'s, contact information, and an account number if applicable.

Thank you once more the affording us the opportunity to fill your quality tool needs!

Respectfully,

Grip On Tools

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Dear Potential Customer,

At GRIP, the vibe today is about earning business...one customer at a time. It's about building relationships and fostering business partnerships that will last long into the future. Our goal is to have Customers for Life. The future here is exciting and we're hoping that you can be a part of it as one of our many Customers for Life.

In an attempt achieve this, we'd like to send some samples of our newest items that we feel would be valuable additions to your tool line. These quality products are in demand, so please take a moment to review which ones you'd like to have us send carefully. While contemplating which samples you'd like to see, you may weigh the following reasons why anyone should consider GRIP as a vendor:

- **Differentiation**

GRIP is a different importing company than most others. The name, for instance, **sounds** like a tool name. We are an innovative company that offers the latest and greatest tool inventions to our clients. Our remarkable connections enable us exclusivity on many items, which in turn provides our clients with first mover advantages. These advantages will then be passed on to your customers.

- **Packaging and Quality**

We know how important presentation is when it comes to sales. Therefore, we've acquired an excellent advertising team to assist our graphics art department in designing attractive packaging that will catch the customer's eye. We insist on the best possible packaging, and we're constantly seeking ways to improve upon it.

We also realize that quality is very important when purchasing tools. Our #1 priority is to provide you GRIP **quality** products. The race for quality has NO finish line.

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- **GRIP Excellence and Client Service**

There is more to the GRIP line than tough, durable, quality tools. In addition to price, packaging, and quality, you deserve the best **service**. We value the partner relationships we've developed with our clients and are extremely committed to keeping them. This is why it's not an option for us to provide **comprehensive** customer service and support. **Complete** customer satisfaction is our goal.

One way to keep our clients satisfied is to maintain a constant inventory. Therefore, we make it a point to have a large safety stock of the items you are buying. Having a large safety stock ensures that you will have the needed merchandise available at **all** times. This will keep you prepared for unexpected changes in market demand and will also reduce your risk of running out of inventory. We have a stock ratio of approximately 90% so it will be rare for us to run out of an item. Remember, **complete** customer satisfaction is one of our major goals. Therefore, we will do whatever it takes to ensure that you are totally satisfied.

- **Innovation and Exclusivity**

At GRIP, we aim to keep abreast of the competition and to do this by developing new items. We are constantly working on getting new ideas and new products out into the market place. One thing that helps us do this is the tremendous relationship we've developed with our overseas agents. So, if your company wants/needs any specialty tool items made available or wishes to implement a whole new line, GRIP will be of great service in helping you achieve your goals. GRIP is a growing and innovative company who's quickly becoming a household name. Let us use our strengths to help you achieve your marketing goals.

These are just a few of the reasons such successful companies as Cabelas, Bass Pro, Northern Tool & Equipment, Macs Hardware, and many others have established and maintained excellent business relationships with GRIP. In seeking to not only meet your expectations, but far exceed them, I sincerely hope you add you to their ranks of GRIP satisfied customers!

With an offering of over 2000 of the best selling items in stock and ready to ship, our skilled merchandising staff can target a program for virtually any customer. Our 200,000 sq. ft. distribution facility is designed specifically for immediate order fulfillment and delivering fill rates of 98% or greater. Please feel free to call me with any questions. I know I can be of service to you.

Respectfully Yours,

Grip On Tools

Phone: (616) 877-0000

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customerservice@gripontools.net

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GRIP Has Grown!

Our extended efforts to provide you with quality tools at an affordable price with top quality service have been met with unmitigated success! As a result, GRIP has not only expanded our warehouse and increased our line of tools, but our staff has grown as well.

We would like to introduce our team of friendly and enthusiastic associates who are eager to serve you. They are determined to do everything they can to fill your quality tool needs and to keep our business relationship a mutually beneficial one. Please find their departments and contact information below.

Respectfully,

Elias Amash
President

Name	Title	Phone	E-mail Address
ADMINISTRATION			
Elias Amash	President	111	elias@gripontools.net
Sara Holcomb	Assistant to the President	105	sara@gripontools.net
Jason Amash	Assistant President	112	jason@gripontools.net
Jamy VanderWoude	General Manager	115	jamy@gripontools.net
Kimberly Upton	General Manager Assistant	108	kim@gripontools.net
Mike McLeod	Operations	113	mike@gripontools.net
Anthony Black	Warehouse Manager	106	anthony@gripontools.net
John Sacha	Warehouse/Shipping	106	warehouse@gripontools.net
Customer Service	Receptionist	101	customerservice@gripontools.net
DESIGN & ADVERTISING (Packaging design, flyers, & catalogs.)			
Kevin VanderWoude	Graphic Arts Coordinator	103	koby@gripontools.net
SALES			
Ryan Jernigan	National Account Manager	102	ryanj@gripontools.net
ACCOUNTING & HUMAN RESOURCES (Accts payable, accts. receivable, & employee relations.)			
Danielle Fitzgerald	Controller	104	accounting@gripontools.net
INVENTORY			
Karen Amato	Inventory Specialist	110	karen@gripontools.net
PARTS			
Tom Gill	Parts Manager	107	tom@gripontools.net

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*** If you have not had a chance to meet them, I encourage you to do so. ***

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