



**INITIAL STOCKING ORDER PROGRAM APPLICATION**

Answers offers our retail partners the opportunity to implement various in-store programs in order to help build our brand benefiting all parties involved. The ISO Program is designed for new retailers looking to partner with us and carry any or all of our products in-store for the first time. We allot 20% off a \$300 order or more at wholesale cost.

**Initial Stocking Order (ISO) Program Form Process**

All retailers that would like to participate in the following program are subjected to approval by completing the bottom half of this form. Once approved, we will contact applicants to implement the 20% discount program along with an attached request form that lists our products and quantities needed for this one time ISO. Requests will be submitted and processed by Answers via the store's preferred distributor. Please allow up to 10 business days for the order to process.

*Please submit this application to [pschwinger@answerspetfood.com](mailto:pschwinger@answerspetfood.com)*

DATE OF REQUEST \_\_\_\_\_

STORE'S PREFERRED DISTRIBUTOR \_\_\_\_\_

STORE NAME \_\_\_\_\_

STORE STREET ADDRESS \_\_\_\_\_

CITY, STATE, ZIP \_\_\_\_\_

STORE PHONE NUMBER \_\_\_\_\_

STORE CONTACT AND EMAIL \_\_\_\_\_

**For Office Use Only**

DATE OF AUTHORIZATION \_\_\_\_\_

AUTHORIZED BY \_\_\_\_\_

NOTES \_\_\_\_\_

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