

Deflecto® BRAND QUALITY GUIDELINES

Brand Quality Guidelines

Deflecto® (“Deflecto” or the “Company”) is committed to delivering its customers high-quality office products, transportation & safety products, air distribution products and related products and accessories (collectively, referred to herein as the “Products”). Deflecto strives to ensure its Products are functional, reliable, and of high quality. To that end, the Company insists that each of its retailers, distributors and authorized resellers (referred to herein as “reseller” or “you”) comply with the Brand Quality Guidelines set forth herein. Any reseller which fails to strictly comply with these Brand Quality Guidelines will be prohibited from any further resale of the Products.

Product Inspection

Upon receipt of Products, reseller shall inspect all Products for any damages, defects, flaws, or deficiencies, and shall otherwise ensure the Products are in good, saleable condition.

If during the Product inspection reseller identifies any defective Product, then reseller shall not sell such Products and shall immediately notify the Company and comply with any requests or instructions. Any Product thought to be defective must be reported to the Company. This can be done via a warranty claim form at <https://www.deflecto.com/product-support/warranties/> or via an email to customerservice@deflecto.com containing the details in writing of the defective issue and any images depicting said defective issue.

Product Storage and Handling

All Products shall be handled and stored in a safe manner and in compliance with any storage and handling guidelines communicated by the Company to you. At a minimum, all Products shall be stored in secure, dry warehouses or storage facilities, free of any debris, pests or flammable materials.

Reseller shall not alter the packaging of, or repackage, the Products and shall only sell Products in their original packaging. Tampering with, defacing, covering, or otherwise altering any serial number, UPC code, batch or lot code, SKU or other identifying information on Products or their packaging is prohibited.

Product Marketing

Reseller shall market, advertise, promote, and sell the Products in a manner that reflects favorably at all times on the Products and the good name, goodwill and reputation of the Company and consistent with good business practice, in each case using its best efforts to maximize the sales volume of the Products. Reseller shall not make misleading or untrue statements concerning the Products. All advertising and print material must be approved and accordingly signed off by the Company prior to print.

Customer Service

Reseller shall have sufficient knowledge of the industry and goods competitive with each of the Products (including specifications, features, and benefits) so as to be able to explain in detail to customers: (i) the differences between the Products and competing goods; and (ii) information on features of each of the Products.

Reseller shall maintain customer service phone and email response functions as required to handle complaints, returns and other customer service functions.

Reseller agrees to cooperate with the Company with respect to any Product recalls or other consumer safety information dissemination efforts.

General Guidelines; Modifications

Reseller shall at all times comply with all applicable laws, rules and regulations related to the sale Products. From time to time, the Company may update these Brand Quality Guidelines, and you will be expected to comply with such updated guidelines; otherwise, you will no longer be authorized to sell the Products.