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# Procedures Manual

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# Table of Contents

## Section 1: Customer Service Standards

- 1.1 The Importance of Apple Awards' Customer Service
- 1.2 General Customer Service Policy
- 1.3 Improving Customer Service
- 1.4 Customer Service Policy

## Section 2: Ordering

- 2.1 New Customer Policy
- 2.2 Out-of-Store Ordering
- 2.3 In-Store Ordering

## Section 3: Order Pick-up

- 3.1 In-Store Order Pick-up

## Section 4: Sample Requests

## Section 5: Returns

- 5.1 Error in Engraving
- 5.2 Product Received Broken or Defective
- 5.3 Unwanted Purchases
- 5.4 Mishandling

## Section 6: Credit Card Procedures

- 6.1 Receiving & Processing Credit Card Payments
- 6.2 Refunding, Voiding, & Resolving Overcharges on Credit Cards

## Section 7: Cleaning Procedures

## Section 8: Donation Requests

- 8.1 Donation Request Procedures
- 8.2 Apple Awards Proudly Supports the Community

## Section 9: Pricing Policies

- 9.1 Etching, Engraving, and Pad Printing Policies
- 9.2 Product Pricing Formulas (Store Front)
- 9.3 Definitions for Determining Costs
- 9.4 Price Adjustments and Addressing Customers

## Section 10: Proofing Process & Quality Control

- 10.1 Staff Proofing Checklist

# Section 1: Customer Service Standards

## 1.1 The Importance of Apple Awards' Customer Service

*“If we don't take care of our customers, someone else will!”*

If Apple Awards, Inc. delivers legendary client support, we have the opportunity to convert ordinary customers into lifetime customers just by delivering extraordinary service.

### **Good customer service skills help us to:**

- Keep our customers happy and satisfied
- Treat our customers fairly
- Get new customers by word of mouth
- Sell more products with less effort
- Reduce problem situations and the cost of resolving them
- Increase the productivity and value of everyone at Apple Awards, Inc.
- Keep our business stable and growing

Only 10% of what we communicate to others comes from words! Watch your tone and body language when dealing with a high maintenance customer either on the phone or at the store.

### **Objectives of our customer service:**

1. To ensure that the customer's point of view regarding company policies, practices, and procedures is systematically incorporated in the Apple Awards, Inc. decision-making process
2. To provide a central clearing point for information on customer concerns, available from a number of internal and external sources
3. To ensure that appropriate persons are in regular contact with consumer leaders (owners, managers, civic leaders, etc.) in the areas Apple Awards, Inc. serves and that communications with our customers are open and helpful

Apple Awards, Inc. welcomes growth/ consumer spending and supports its goal to reaffirm consumer rights in the marketplace. We view consumerism not as a contest between company and customer, but as a constructive social movement that will benefit both parties by creating new channels of communication. Through this open and responsible interchange of ideas, our customer's needs can be more accurately defined and incorporated into the making of our policies and procedures.

We have long recognized that our license to serve depends entirely on public trust – a trust built on a long history of service but always dependent on the last customer contact. By its very nature our business is consumer-oriented. We also recognize that consumer trust depends on our service. Our employees take pride in their spirit of service – a long tradition of faithful performance of everyday duty to provide the best service in the world. And as we grow larger, we must strive harder to personally uphold and renew this tradition in every community we serve.

Our concern for continuing our tradition of service and renewing the public trust is more than a matter of prudent public relations; it is a reflection of deep management conviction. For we recognize that just as we have grown and changed as a company, so have the expectations, concerns, and interests of our customers. And if we are to be responsive, we must develop an environment in which our company and customers can communicate, reason, and compromise with understanding and confidence.

We, therefore, declare the following standards to be an integral part of our management philosophy and actual practice:

1. We view the consumer as a constructive force in our society and strive to develop and maintain an effective working relationship.
2. We reaffirm the provision of reasonably priced high-quality products and services as our main objective.
3. We promise to continue to safeguard the long-standing right of our customers to privacy of their communications with us.
4. We rededicate ourselves to the promise that our treatment of our customers shall be totally open and completely fair.
5. We pledge to continually review our existing systems, practices and policies to ensure that they are responsive to the current needs and desires of our customers and the community we serve.
6. We commit ourselves to actively seeking customer attitudes and opinions and to using these interests as we shape future practice and policy.

Finally, we recognize that although we aim at perfection, we do not claim to have achieved it. Whenever actual practice falls short of these standards, we will strive to bring our performance up to the high levels that we have set for ourselves and that our customers have every right to expect and receive from us.

*Information as researched and noted from [www.netlibrary.com](http://www.netlibrary.com).*

## **1.2 General Customer Service Policy**

The Apple Awards, Inc. Customer Service Policy, which is provided in Appendix A, is conveyed to all customers on our company website. We strive to meet all of these conditions and exceed our customers' expectations. This policy is provided for you so you may understand how we strive to serve our customers and what is expected of you as you work with customers. More details on various portions of this customer service policy can be found throughout this manual.

## **1.3 Improving Customer Service**

At Apple Awards, Inc. we care greatly about our customers, and we want to build lasting relationships with all of our customers. We pride ourselves in our ability to provide personal customer service to all of our clients, but we also want to constantly strive to improve our customer service. Below are some recommendations for how we can improve our customer service. If we all pay attention to these methods and work to apply them, we will be able to do an even better job of serving our customers.

### **Help Customers Understand: Three Keys to a Successful Awards Presentation**

Recognizing the people who make a difference is a very important job and doing it well will go a long way in retaining and recruiting top notch people for any job. These are the three things you must think about to recognize well.

1. *The Recipient*- The reason we give an award is to recognize someone or a group of people for their outstanding achievement. You want the people to feel good about themselves as well as their performance. If you want to make the award even more important, make a big deal out of the presentation. Plan your presentation, use as much creativity as your time and budget allow.
2. *The Presenter*- The presenter can be the head of the organization or supervisor of the recipient or better yet you can choose someone whom the recipient has influenced or touched in a meaningful way through

their service. A testimonial to their dedication and expertise will be cherished as much as the award itself and will be remembered every time the award is viewed.

3. *The Proper Award*- When recognizing an individual for excellence or service there is nothing better to use than a symbol that represents their chosen field. For education a personalized apple or teacher hand bell shows that you have put some thought and effort into choosing the appropriate symbolic award, one that is unique and special. The apple is also an excellent choice for someone who has dedicated their service to the health profession.

The size and the quality of the award matter, make sure you take into consideration both when recognizing years of service or the importance of the achievement being honored. Stay within your budget but don't be cheap, we all know where cheap awards end up. Make it unique and special.

If you need help choosing the perfect award for your organization or event, call one of our representatives at Apple Awards, and we will help you set up a yearly program for your organization or a promotion for a one time event.

### **Methods for Improving Customer Service**

- Stay in contact with customers on a regular basis. Ask them if they would like to be up-dated via email when we make changes to our website.
- Follow up to see that the customer is satisfied with their purchase.
- Resolve customer complaints quickly. Be polite even if the customer is being irate. Admit mistakes quickly and make it up to them. Don't just solve the problem – exceed expectations.
- Answer all emails and phone calls within an hour. Information requested by mail should be sent out within 24 to 48 hours.
- Make it easy for customers to navigate the website. Possibly have a “FAQ” page on the website to explain anything that may confuse customers. Fill out an electronic survey to find out how to make the website more customer-friendly.
- Make it easy for customers to contact you by offering as many ways possible for them to contact you.
- Make sure all employees know and use your customer service policy.
- Don't forget, other businesses call your best customers prospects!
- Your customer can always go somewhere else, take good care of them!
- Thank people for referrals; let them know that you really appreciated them passing on your name! Send them a token of appreciation. A pen, a coupon, it doesn't have to be grand, but you should show them that you appreciated the fact that they referred you.
- Send personal letters to your top 100 prospects (with name, not mass mailing).
- Send thank you notes to your best 100 customers; this builds loyalty and increases branding!

### **Facts about Customer Service**

- Customers expect satisfaction, so satisfaction is now a basic requirement for doing business and keeping customers!
- Proven fact: increasing customer retention by as little as 5% can mean as much as a 95% increase in profit.
- “Wowing customers” means being different by treating customers right throughout the relationship. It may sound simple, but the sad truth is that most companies only focus on attracting customers or the purchase phase instead of thinking about a long-term relationship. Treat customers as friends or part of

your family. Keep that in mind as you strive to WOW customers, you'll be on the road to success by making your own difference.

## **1.4 Customer Service Policy**

### **Guaranteed On Time Delivery**

At Apple Awards, Inc. we understand how important it is that customer's items arrive on time. We are extremely committed to awards being delivered by the requested delivery date. Delays caused by shipping companies and failure to respond to a proof are exceptions. Our normal production time, not including shipping time, for orders of 50 items or less is five business days. Customers should call Customer Service for an estimated delivery time for orders larger than 50 pieces. If customers need their awards faster than our standard production time, we offer a rush production service for 20% of the total order for next day, 15% second day, or 10% three or four days. Our online ordering system requires customers to indicate their need by date during the checkout procedure or contact Customer Service at 1-80-248-6243 to ensure timely delivery. If customers are ordering by email, fax or purchase order, they are asked to clearly indicate the due date on the order. Expedited shipping is also available and will be quoted through our online shopping card or by contacting customer service.

### **Receiving Orders**

As a general rule Apple Awards does not accept phone orders of personalized products. We highly encourage new and returning customers to use our online ordering system or request a printed or online order form. (Note: Customers are not told the following in the online customer service policy: There are special cases in which phone orders are accepted in order to best meet our customers' needs. When phone orders are taken, it is essential that proofs are sent to the customer before production is started). The reason for this is accuracy; our customers depend on us to be accurate with their information, options and personalization of their products to risk a mistake in translation. The preferred method of ordering is through our online ordering system on our website at [www.appleawards.com](http://www.appleawards.com). We will also accept email orders sent to [orders@appleawards.com](mailto:orders@appleawards.com) or faxed orders to 715-634-3334. We accept purchase orders and most major credit cards.

### **Items out of Stock**

If any item on an order is out of stock we will notify the customer within one business day and this will void any guarantees on that item's delivery date in this document.

### **Order Cancellation or Changes**

Orders may be cancelled before engraving or production has begun without penalty. Please note that it is not uncommon for Apple Awards Inc. to start production of orders the same day they are received. If engraving and/or production has already started, there will be a cancellation fee proportional to the amount of the order completed.

### **Return Policy**

Below is the policy for returns at Apple Awards, Inc. All return claims must be made within 15 days of the customer receiving the product. If a customer is eligible for a return or refund (as described below), then he or she should contact Customer Service at 1-800-248-6243 or by email to [info@appleawards.com](mailto:info@appleawards.com)

- 1) If the product is engraved incorrectly at the fault of Apple Awards, Inc., meaning the engraving differs from what the purchaser supplied in writing, then Apple Awards will replace and correct the item and/or engraving at no charge to the customer. If the item is engraved, done so correctly, and not defective it cannot be returned for a refund.
- 2) If the product is engraved incorrectly, but is exactly the same as the supplied written information from the purchaser, then the purchaser will have to pay for the replacement product and shipping to correct the mistake. The Apple Awards staff will work with customers to correct the problem in the least

expensive method. If the mistake can be corrected by simply replacing the engraved plate and the customer is comfortable with this process, we will simply send a replacement plate. If the engraving or etching is directly on the product, this cannot be fixed and the customer will be required to purchase a new product and have it re-engraved or etched at his/her cost.

- 3) If the product is broken or defective when the customer receives it, it will be replaced free of charge by Apple Awards, Inc. Apple Awards, Inc. is not responsible for damage caused by shipping companies. In the unlikely event that a customer's order arrives damaged or incorrect, the customer should thoroughly document the damage to the package and contact the shipping company for reimbursement. The customer may also contact Customer Service at Apple Awards and we will make every effort to correct the situation.
- 4) If the damage is a result of the purchaser's or a third party's mishandling of the item, the purchaser will be responsible for replacement. Apple Awards, Inc. accepts no responsibility for third party engravers handling our items. Due to the nature of the shape and material of many of our products we recommend having items engraved by Apple Awards Inc. when possible. We have developed special marking processes that work well with our unique products.
- 5) If the purchaser decides to return a non-engraved and undamaged product within 15 days of receiving the item, the purchaser will be refunded in one of two ways. The purchaser may receive a refund of 100% of the order in-store credit (minus the shipping cost) or 80% of the order price in a cash refund (minus actual shipping cost). Please note that if an order requires a special order piece, then the customer may only be eligible for a 50% refund. The purchaser is required to return the product at their own cost and the refund will be applied once the product reaches our facility and is inspected for breakage or damage. Items damaged during return shipping will not be refunded. Since many of our items are fragile, we have developed a system to minimize damage to our items during shipping. Items not properly packaged are very likely to be damaged, so customers must take extra care to make sure all items are secure and packaged just as they were received.

### **Guaranteed Accuracy & Proofs**

We pride ourselves that every order placed with Apple Awards includes expert layout and proofing prior to engraving the awards. We will make every effort to catch errors in customer's information, but will only guarantee replacement of products that display engraving errors that differ from the copy the customers have submitted or the proof that the customers accepted. If requested, a PDF proof will arrive via email within two business days from the date of the order placement and must be approved prior to engraving. Up to two different proof layouts are provided for free. Additional proofs are available for \$5.00 each. Customers requiring proofs must allow five days for production following the approved layout reaching our facility. Apple Awards will email customers an acknowledgement once we have received their approved layout. If customers do not receive an acknowledgement email, they should call Customer Service at 1-800-248-6243 to ensure that the order will be promptly processed. If customers need awards faster than our standard production time, please review our on-time delivery policy above.

### **Sending Artwork or Engraving Information**

Apple Awards prefers that all artwork be sent via email to [artwork@appleawards.com](mailto:artwork@appleawards.com). If that is not possible or artwork is larger than 9 megabytes, customers should call 1-800-248-6243 and we will help to make other arrangements. For more details on requirements for sand etched artwork and how to send it, see [http://appleawards.com/etch\\_policy.htm](http://appleawards.com/etch_policy.htm). For details regarding laser engraved artwork, see [http://appleawards.com/laser\\_diamond.htm](http://appleawards.com/laser_diamond.htm).

### **Samples Policy**

Apple Awards, Inc. will provide free samples of our products for customers to look at, provided they agree to pay the shipping costs and to return the sample in good condition to our facility. We can use FedEx or UPS accounts or we will ship the item for \$10 (\$20 with return label). We ask that customers make their sample request by email including the item number of the product(s) they would like to see. Customers can make

payments by calling in their credit card information for a deposit. Customers will have 30 days to review the product and send it back free of charge. If the product is not returned within 30 days or an otherwise agreed upon time, the retail value of the product will be charged to the customer's credit card.

### **Made in the USA**

Our customer service and reputation is definitely made in the USA and is second to none. Customers' calls will all be answered by one of our friendly local staff located at our headquarters in Hayward, Wisconsin from 8 am to 5 pm CST Monday-Thursday and from 8 am to 4 pm Fridays. We are closed on most major holidays. We perform most of our own engraving, etching and printing service in house. Some of our components are made in the USA, including all of our walnut plaques and walnut bases for our apple products. Even though all of our apples and bells are directly imported by Apple Awards, Inc., many of the finishing touches, like final polishing, lacquering, assembly, & boxing are performed onsite at our facility in the USA. Most all of these core materials are either not available or are not available at price points that our market will bear in the USA. Each item is purchased from reputable companies overseas, and most items are designed exclusively for Apple Awards Inc. All of our crystal comes from China and is of the highest clarity and of optical grade. The marble is crafted in Taiwan and the brass in India. If customers have any further questions regarding our manufacturing processes, they should email Dennis Smith at [dennis@appleawards.com](mailto:dennis@appleawards.com)

### **Claims Policy**

Apple Awards, Inc. is not responsible for damage caused by shipping companies. In the unlikely event that a customer's order arrives damaged or incorrect, we will make every effort to correct the situation. Customers should call Customer Service at 1-800-248-6243 for assistance with any problems.

### **Shipping within the United States**

UPS is our primary domestic shipper. We also offer United States Postal Service delivery upon request. Standard ground shipping rates are standard. Next Day, Second Day, 3 Day Select are available and can be determined by ordering online or by contacting Customer Service at 1-800-248-6243 or [info@appleawards.com](mailto:info@appleawards.com) for an estimate of the actual cost.

### **Shipping outside the United States**

Apple Awards does ship to its many customers in Canada and overseas. Customers should call 1-800-248-6243 or email [info@appleawards.com](mailto:info@appleawards.com) to request a cost quotation. They should include their complete shipping address, product item numbers, and quantities with their request.

### **Payment Methods**

We accept the following forms of payment. Visa, MasterCard, Discover, American Express, Money Orders, and Company Checks. We also accept purchase orders from school districts, major corporations, and established customers.

All other customers must provide payment information at the time the order is placed. Check and money orders should be payable to Apple Awards, Inc.

### **Trademark & Copyrights**

It is assumed by Apple Awards that artwork submitted for printing is being used in full compliance with all applicable laws regarding its usage. The customer agrees to assume any liability resulting from claims against us for service marks, infringements of trademarks, copyrights, patents, and personal rights.

### **Right to Promotion**

Unless specified in writing at the time the order is placed, we reserve the right to use any item we produce and engrave for display and promotion.



# Section 2: Ordering

## 2.1 New Customer Policy

Customers must present one of the following before the order can proceed to production:

1. Complete purchase order (PO) by fax or mail- Not just PO #. If they order online, call and ask them to fax a copy of the purchase order.
1. Complete credit card information. Authorization of credit card information is necessary on all orders of \$100 or more.
2. Check or money order
3. COD is only an option if none of the items are personalized
4. Completed credit application and 15 days to review and approve

If you do not have one of the above items, then you must have approval from either the employer, Dennis Smith, or no less than two of the following staff members to proceed to production: Laura, Dan, or Kate.

## 2.2 Out-of-Store Ordering

As a general rule Apple Awards does not accept phone orders of personalized products. We highly encourage new and returning customers to use our online ordering system or request a printed or online order form; however, there are special cases in which phone orders are accepted in order to best meet our customers' needs. When phone orders are taken, it is essential that proofs are sent to the customer before production is started.

Please keep the following in mind when talking with a customer or potential customer:

1. All orders must be sent via the internet ([www.appleawards.com](http://www.appleawards.com)) or by fax (1-715-634-3334). This reason is due to spelling, billing, and shipping discrepancies.
2. All notes (handwritten or emailed) must accompany all orders to understand the order & customer correctly.
3. Once the order is received by Apple Awards, Inc. (via the internet or fax) a shipment date needs to be indicated at the top of the front page of the order; this is for Ground shipments. When possible, please give a three day grace period between the actual due date and the date it needs to be shipped. (Example: package for IL needs to be there on July 1, two days away ground, a shipment date would be June 27.) Look up the location to verify the number of actual shipping days for each state. When in doubt, ask the shipping manager.
4. Highlight any items needed to insure the item is produced correctly.
5. Write down the order on the Monthly Customer Receipt sheet hanging on the side of the left file cabinet in the front room.
6. Place the order on a numbered clip board and hang in the correct location for the production manager to review.

## 2.3 In-Store Ordering

When completing an in-store order, please complete the following steps:

1. Please complete order form with customer's name, billing address and phone number.
2. Indicate due date
3. If it is a yearly order, look up the information as to what it was filed under for production purposes.
4. If item is an engravable gift:
  - Have customer indicate font choice
  - If in-store item = \$14.00 min.
  - If out-of-store item = \$14.00 min.
  - Customer must sign waiver if item is purchased outside of store
  - Rush orders: same day = 20%, 2 day = 15%, 3 day = 10%
5. If the item to be produced is questionable, please get approval from the production department before taking the order.

## **Section 3: Order Pick-up**

### **3.1 In-Store Order Pick-up**

1. Customer gets an emailed copy of the invoice if paying at a later date.
2. If paying for the order at the time of the pick-up, the customer gets a paid copy of white the invoice and we keep the sales order with the payment.
  - Write the check number and date paid on the customer's copy
  - Place the Apple Awards Inc. invoice copy in the "sales receipt" folder

## Section 4: Sample Requests

When a customer phones, faxes, or emails a request to view one or more of our items please note the following:

1. The customer is in charge of paying all shipping costs. We can use FedEx or UPS accounts or we will ship the item for \$10 (\$20 with return label). Be sure to collect the necessary information for the preferred method of shipping.
2. The customer has 30 days to view the samples. After that time, they will be billed for the samples. Contact the customer to review the samples and their recognition needs before billing them.
3. Get a credit card number to process if the items are not returned or are not returned in original condition before shipping the samples.
4. The items need to be returned in the condition that they were shipped to the customer and in the packaging materials and shipping box in which they arrived. If the items returned to Apple Awards, Inc. are damaged due to lack of packaging care by the customer or their associates, they will be billed the cost of the item(s).
5. Write down any information possible concerning the future order and/or reason the sample(s) was requested and file this with the request.

## **Section 5: Returns**

When dealing with a customer who would like to return their purchase, listen to him or her to find out all of the information concerning the reason(s) for the return and what he or she expects from Apple Awards, Inc. to rectify the situation. Below are procedures for different types of returns.

### **General Guidelines**

- All returns are to be made by the customer within 15 days of receiving the item. If a customer requests a return after more than 15 days of receiving the item(s), the request should be approved by the employer.
- Write notes concerning the return and attach them to the original order.
- If at all possible, try to correct the problem with little to no cost to the customer or to Apple Awards, Inc.
- No matter the reason for the return or the final outcome, make sure that the customer leaves, or hangs up the phone, feeling that he or she was treated fairly and with respect concerning his or her personalization/gift giving needs.

### **5.1 Error in Engraving**

#### **At the fault of Apple Awards, Inc.**

If the item is engraved incorrectly by our staff, we will replace the item and correct the engraving at no charge to the customer. Please make an invoice with the item of replacement so that we may keep track of these items.

#### **At the fault of the customer**

If the item is engraved incorrectly at the fault of the customer (meaning the customer supplied Apple Awards, Inc. with incorrect or incomplete information), then the item and the engraving will be charged in full to the customer and no return is permitted. We will work with the customer to correct the problem in the least expensive method, such as replacing the plate, instead of the whole plaque. If the customer wishes to purchase a new product or new plate in order to resolve the problem, he or she will need to pay for the new product and engraving.

### **5.2 Product Received Broken or Defective**

#### **Engraved Item**

If a customer receives an engraved item and finds that it is broken or damaged, we will replace the item at no charge to the customer. Please note on the damage report so that we may keep track of these items.

#### **Non-engraved Item**

If a customer receives a non-engraved item that is defective (scratched, scuffed, etc.) or broken, then we will replace the item immediately at no charge to the customer. A call tag may be issued.

*See instructions below in Section 5.4: Mishandling, if product damage is due to mishandling by the shipping company.*

## **5.3 Unwanted Purchases**

### **Engraved Items**

Once an item has been engraved for a customer directly on the item, it is no longer returnable. Refunds are not issued to customers who wish to return their engraved purchase(s).

### **Non-engraved Items**

If a customer changes his or her mind and no longer requires the order, then they may return the item(s) and receive a refund in one of the following forms:

1. 100% of the order will be awarded to the customer in store credit to be used immediately or for a future purchase (minus the shipping cost).
2. 80% of the order will be refunded to the customer in cash (minus the shipping cost). This takes into account a 20% restocking fee for Apple Awards, Inc.

In order to receive the refund, the product must be returned to Apple Awards without being damaged. Items not properly packaged are very likely to be damaged, so customers must take extra care to make sure all items are secure and packaged just as they were received.

Note: if a customer is returning an item which was specially ordered or had a part that was specially ordered by Apple Awards, Inc. there may only be a 50% refund available to the customer. Speak with the employer in these instances.

## **5.4 Mishandling**

### **Shipping Companies**

In the case that a package from Apple Awards, Inc. arrives damaged to the customer, the customer should thoroughly document the damage to the package and contact the shipping company for reimbursement. Apple Awards does not take any responsibility for damage caused by the shipping companies; however, the customer may also contact Apple Awards and speak with Customer Service. These situations will be dealt with on a case by case basis, and Apple Awards will work to rectify the situation at the lowest cost possible to Apple Awards and the customer.

### **Third Party Engravers**

Apple Awards, Inc. accepts no responsibility for third party engravers handling our items. Due to the nature of the shape and material of many of our products we recommend having items engraved by Apple Awards, Inc. when possible. We have developed special marking processes that work well with our unique products.

### **The Consumer or Third Party Mishandling**

If the consumer or a third party mishandles the product and it becomes broken or damaged, then the purchaser is responsible for the item and must pay for a new item and shipping if he or she wishes to replace it. Once the item is received by the customer, it becomes his or her responsibility.

# Section 6: Credit Card Procedures

## 6.1 Receiving & Processing Credit Card Payments

### Non-Invoiced Items

1. Open Quickbooks – Password is frontdesk6789
2. Click on customers (not “customer center”) on the top menu.
3. Select enter sales receipt (4th down from the top).

This window should remain open during the week

### Filling in the Transaction

1. Customer field = rregister (the rr is to make it easy to bring up by pushing twice)
2. Item = rregister
3. Amount = Sale total excluding tax
4. Click swipe card (top center of sales receipt)
5. Swipe card
6. Hit Enter or save & close (bottom right)
7. Log in password = dennis@appleawards.com Pass: 14789632qa
8. Check information on credit card w/ information on screen.
9. Submit
10. When you receive notification that the payment has been approved, print two copies of the receipt. Have your customer sign the Merchant Copy. Your customer keeps the Customer Copy. This invoice with the receipt goes in the credit card receipt folder on Laura's desk.

### Invoiced Items

1. Go to the Customers menu and click Receive Payments.
2. Fill in the name of the customer or job.
3. Enter the transaction amount.
4. (Optional) Select an invoice to which the payment applies.
5. Click Swipe Card on the toolbar, and follow the onscreen instructions. You can swipe any card type that your merchant account is set up to accept.

If the card's magnetic stripe is read successfully, the card reader beeps once and displays a green light. The card number, cardholder name, and expiration date are sent to QuickBooks. The “Process credit card payment when saving” box is selected automatically. If no card is present enter the information manually.

6. Select Group with other un deposited funds.
7. Save the payment. ID: dennis@appleawards.com Password: 14789632qa
8. In the Process Credit Card Payment window, confirm the credit card number and amount, and click Submit to process the payment.

No address verification check is performed when you swipe a credit card because the magnetic stripe data proves that the card was physically present.

9. When you receive notification that the payment has been approved, print two copies of the receipt. Have your customer sign the Merchant Copy. Your customer keeps the Customer Copy.

## **6.2 Refunding, Voiding, & Resolving Overcharges on Credit Cards**

### **Refunding a Credit Card Transaction if Entering Credit Card Manually (Merchant Service)**

1. Open the Create Credit Memos/Refunds window.
2. Click the Customer: Job drop-down list and choose the customer or job for whom you are entering the return.
3. In the Item column, enter the name of the item being returned.

If you charged sales tax when you sold the item, make sure that the item is marked as taxable.

4. Save the transaction.
5. Select Give a Refund in the Available Credit window and click OK.
6. In the Issue this refund via field, select which credit card type to use from the drop-down list.
7. (Optional) Change the entries in the Date, Ref/Doc No., and Memo fields.
8. Click OK.
9. If prompted, provide the login information.
10. In the Process Credit Card Refund window, verify that the information is correct, then click Submit to issue the credit.
11. In the Processed Refund Receipt window, you can select Print, Close, or Void Refund, or click Help for more information.

The transaction will appear in undeposited funds.

### **Voiding a Credit Card Transaction (QuickBooks Merchant Service)**

Important: You can void a credit card transaction until 5:00 p.m. Central Time on the day you process it. After that time, the transaction has been settled and cannot be voided. To reverse a credit card payment after the settlement period, you must issue a credit to the customer instead.

There are per-authorization fees for voids.

#### ***To void a payment (before the settlement period)***

1. Open the customer's payment in the Receive Payments or the Enter Sales Receipts window.
2. Click the link View Payment Receipt.
3. Click Void Payment.

#### ***To void a credit memo (before the settlement period)***

1. Open the customer's credit memo in the Create Credit Memo/Refunds window.
2. Click the link View Refund.
3. In the Credit Card Refund window, click the link View Refund Receipt.
4. In the Processed Refund Receipt window, click Void Payment.

*To void a credit card refund (before the settlement period)*



1. Open the customer's credit card refund in the Create Credit Memo/Refunds window.
2. Click the link View Refund.
3. In the Credit Card Refund window, click the link View Refund Receipt.
4. In the Processed Refund Receipt window, click Void Refund.

### **Resolving Overcharges to Credit Cards**

#### *To resolve overcharges before settlement period*

If you overcharged your customer's credit card, and you discover the error the same day before 5:00 p.m. Central Time, the solution is to open the original Receive Payment form or Sales Receipt and void it. This will void the associated credit card payment. Then, simply receive the correct amount again.

1. Find and open the customer payment you want to void.
2. In the Receive Payments or Enter Sales Receipt window, click the link [View Payment receipt](#).
3. Click Void Payment.
4. Receive a new payment or create a new sales receipt and enter the correct payment amount.
5. *(Optional)* To verify that the customer's open balance is now correct, go to the Customer Center, click the customer's name, and then click [Open Balance](#) in the Reports for this Customer area.

#### *To resolve overcharges after settlement period*

If you overcharge a customer and don't discover the error until after 5:00 p.m. Central Time on the day of the transaction, the solution is to refund the money to the customer. You cannot use a credit memo because there is no return of goods or services. You are simply returning a payment to the customer. The solution is to use the overpayment option on the Receive Payments form.

1. Find and open the customer payment you want to adjust.
2. In the Overpayment section of the Receive Payments window, click Refund the amount to the customer.
3. Click Save & Close to save the transaction and close the window.
4. In the Recording Transaction window, click Yes.
5. In the Issue a Refund window, click OK to process the Refund.
6. *(Optional)* To verify that the customer's open balance is now correct, go to the Customer Center, click the customer's name, and then click [Open Balance](#) in the Reports for this Customer area.

## **Section 7: Cleaning Procedures**

Below is the cleaning list which is given to the part-time employee who is hired to clean the Apple Awards, Inc. facility once a week. If there are any components of this list which you would like to remove or if you would like to add to this list so that your work area is cleaned to best meet your needs, please speak with the employer.

### **Dennis's Office/Storage Area**

- empty garbage
- vacuum
- spot sweep concrete floor
- clean computer screens (spray vinegar & water on clean cotton cloth & wipe)

### **Production & Shipping Areas**

- empty garbage
- sweep (make sure to get under tables)
- vacuum
- wipe shipping tables
- windex door window (inside & out)
- clean computer screens (spray vinegar & water on clean cotton cloth & wipe)

### **Showroom & Office Area**

- empty garbage
- vacuum
- wipe all counter tops & tops of file cabinets
- windex front door glass (inside & out)
- sweep outside concrete at front entry
- clean computer screens (spray vinegar & water on clean cotton cloth & wipe)

### **Break room**

- empty garbage
- vacuum
- wipe table & counter top
- do dishes
- clean microwave and water cooler tray

### **Bathroom**

- empty garbage
- windex mirror
- clean sink
- clean in, on, and around toilet
- sweep floor
- mop floor

\* Once a month, please dust showroom displays and products.

## **Section 8: Donation Requests**

### **8.1 Donation Request Procedures**

It is known that a company needs to be involved in its community. It becomes a little tricky and complicated with an awards business as most of our customers would like what they purchase from us in the form of a donation. We cannot afford to give to all of these organizations, so the company strives to strike a balance here. Because all donations that the company gives passes through to the owners bottom line, any requests or suggestions of donations to community projects or charities, whether it be in product, service, or an employee's time should be discussed and approved with the employer before being granted. The exception to this is our stock of discontinued items that can be given out upon request at employee's discretion.

To make a donation request, please supply a written request to the employer at least one week prior to the collection of the donation. In the written request, please indicate the following:

- The name of the organization
- The donation amount or product requested
- A brief description regarding how the donation will be used
- The date upon which the donation would be collected
- Contact information of the individual soliciting the donation

### **8.2 Apple Awards Proudly Supports the Community**

In time, talent, or finances, Apple Awards, Inc. proudly gives back to the Hayward Area by contributing to the following organizations:

American Birkebeiner  
American Cancer Society  
Boys & Girls Club of LCO & Barron Co.  
Cable Natural History Museum  
Chequamegon Fat Tire Festival  
Children's Miracle Network  
Festival of Trees  
Fishing Has No Boundaries  
Grand View Firehouse 50  
Hayward Area Chamber of Commerce  
Hayward Community Schools (Academic & Athletics)  
Hayward Foundation for Educational Enrichment  
Hayward Hawks Baseball  
Hayward Hospital "Tag Dag"  
Hayward Sports Center  
Hayward 3 Sport Scholarship  
LCO College Scholarship Fund  
Lumberjack World Championship  
Musky Festival Scholarship Pageant  
National Fresh Water Fishing Hall of Fame

National Junior Achievement  
Nordic Kids  
Northwoods Humane Society  
Park Theater Project  
S.C.O.P.E  
Salvation Army “Elizabeth Home”  
Sawyer County Fair  
Sherman & Ruth Weiss Community Library  
Stone Lake Fire/EMT Dept.  
Ventures Unlimited  
Wesleyan Church Bible Quizzers & “Clean Sweep”

*(List last updated on 3/3/2021)*

# Section 9: Pricing Policies

## 9.1 Etching and Engraving Pricing Policies

Apple Awards, Inc. customizes customers' products through sand etching, laser engraving. Below are the policies for each customization method regarding artwork and pricing.

### Sand Etching

Sand etching is a process in which compressed air projects small abrasive particles through a nozzle onto the etching surface. These pressurized particles remove material layer-by-layer from the etching surface creating a frosted or etched look on the product. When masks or stencils are used on the etching surface during this process, the product can be etched to display logos, text, or artwork.

At Apple Awards, Inc. we use sand etching on our three dimensional apples as well as our other crystal awards. The maximum etching area for each product is listed with the product. Because of the curvature of the apple surfaces, etching must be within a specified area to prevent image warping or distortion. There are times when the artwork can extend beyond these maximums, but this will be at the sole discretion of our art department and there may be additional charges per item for this service.

### *Pricing*

Sand etching on any surface = \$30 minimum charge.

### *Graphics Requirements*

All graphics must be in a line art format. If your artwork is not in line art format, we will convert your artwork for a setup charge of \$15. Some complicated designs may require more work and can result in additional charges; you will be notified if this is required. All lines in your logo or design must be at least one point in width and characters must measure a minimum of 10 points in height to be properly etched on our apples.

### *Additional Etching*

Etching may be done in an additional location, other than the area listed on the product description, such as the backside of an apple or a base. This is left to the discretion of the Apple Awards art department and should be discussed with the department. For items meeting all requirements for a particular product and art work measuring less than 2 square inches, there will be an additional charge of \$14 per item. Larger areas need to be quoted by Apple Awards' production team.

### Laser Engraving

Laser engraving is a process where a laser, or a pulsating beam of light, is used to engrave a computer-generated image or text into a surface. At Apple Awards, Inc. laser engraving is our preferred method of engraving due to its expansive capability in providing detail and endless fonts and graphics.

Apple Awards, Inc. uses laser engraving to engrave artwork and text on brass bells, plates, and all wood and plastic products. Please note that the engraving area on many surfaces, such as bells, is limited. The more text you add, the smaller the engraving will become. We reserve the right to reject any artwork not suitable for engraving. Our art department will always center and proportion all engravings to the engraving area unless otherwise instructed in writing by the customer.

### Pricing

Each use of a logo or any of our stock clipart cost is \$5.00 per use. Each letter of text outside the logo or clip art will be charged as follows. Engraving on flat surfaces costs \$8.00. Engraving on rounded surfaces costs a \$14.00 minimum charge.

If you bring in your own item(s) for engraving, there is a minimum charge of \$14. If you have multiple items, which are identical, that are being engraved with the same engraving, you may be eligible for a discount; this is at the discretion of the Production Team.

### Graphics Requirements

Unlike sand etching, laser engraving does not have specific graphics requirements. However, it should be known that the smaller, more intricate that the image is, the less clear it will appear on the product. If your graphic is not in line art format, we can convert it for you for a minimum art setup charge of \$15.

### Sending Artwork

Apple Awards prefers that all artwork be sent by e-mail to [artwork@appleawards.com](mailto:artwork@appleawards.com). If that is not possible or your artwork is larger than 8 megabytes, please call 1-800-248-6243 and our staff will help them to make other arrangements.

If your artwork is sent in vector (or line art) format, then you will save \$15 on art setup charges. This format includes the following programs:

- Adobe Illustrator CS2 or lower (.EPS or .AI)
- PDF (images have to be actually created in illustrator or CorelDraw, not "placed")
- CorelDraw x3 or lower (.CDR or exported as .EPS or .AI)

If you send your artwork in any of the following formats, a minimum \$15 artwork setup charge will apply in order to convert your image into the proper format to provide a quality image on the end product:

- JPG, GIF or any other web generated or scanned files
- Microsoft Word, PowerPoint or Excel
- BMP or PCX
- Adobe Photoshop .EPS or .TIF or .JPG

### Converting Customer Artwork

When you send your artwork in to Apple Awards our staff will determine if it is acceptable or unacceptable. The good news is most of these unacceptable formats can be converted to acceptable black and white formats by our staff for a one time fee of \$15. This \$15 fee is automatically included on your order when you submit artwork for the first time. If we determine that your artwork is acceptable and does not require modifications we may waive this \$15 charge on your final invoice. Multiple color images will cost more and will need to be quoted based on complexity. You will be notified by phone or email with a cost quote if this is necessary. We will even provide you with an electronic copy via e-mail of your vector artwork for your future use upon your request. When sending artwork we will usually confirm the receipt of your artwork by e-mail. If you do not receive a confirmation please call 1-800-248-6243 to make sure it was received by us.

## Definitions

*Logo*- this is a design or artwork that represents a company and can include text that states the company name only.

*Character*- All letters, numbers and special characters including commas and periods but does not include blank spaces.

*Point size*- The point is a unit for measuring font size, lines, and other minute items on a printed page. One point is approximately 0.4 mm in width or height.

*Line Art Format*- This is artwork that is vectorized so each component of the design can be broken apart to be resized, have the point size of any line changed or colors turned to black. This can come in a .EPS, .AI (CS2 or lower), .CDR (X3 or lower) or .PDF files.

## Staff Information for Difficult Images

Additional charges for difficult or oversized images should be quoted by someone with etching experience and should be based on additional time needed to apply the mask taking into consideration risk of redoing damaged masks and potential loss of product due to small point sizes. We currently do not have an exact science for quoting these instances, so your suggestions are welcome.

## **9.2 Product Pricing Formulas (Store Front)**

All products bought through our website have an established price, but when customers call or come in for specialized products, then we use the following guidelines to formulate a price for their special requests.

### Custom Items that need Assembly or Cutting & Accept Aluminum Plates (Trophies)

Cost of product markup in stock column x 300%

Cost of product markup custom column x 325%

### Custom Items that don't need Assembly & Accept Aluminum Plates (Resins, Gift Items)

Cost of product markup x 240%

### Items Purchased from us that need to be Etched or Directly Engraved on (no Plate)

Cost of product markup x 300%

Personalization: \$14 minimum charge

Etching: \$12 flat fee

Engraving: \$8 flat fee

Assembly: Estimate time @ \$75 per hour

## **Custom Items that People Bring in to Apple Awards, Inc.**

### **Engraving**

Items to be engraved: \$14 minimum charge.

Multiple of the same item to be engraved: \$14 minimum charge and the rest needs to be priced by the Production Team

When quoting prices for projects on the engraving machine, time should be figured at a rate of \$1.25 per minute, including set-up

### **Etching**

Items to be etched: \$30 minimum charge

Glasses: \$14 per glass minimum (includes 1"x3" etching area with 30 characters)

To etch a 2<sup>nd</sup> side: \$10 per glass

Wine Bottles: \$15 per bottle - To etch a 2<sup>nd</sup> location: \$15 per location

Awards: \$15 per award

To etch areas larger than the specified amount, the project will need to be priced by the Production Team

Multiples of the same item with identical etchings may be discounted at the discretion of the Production Team

All other unique items must be priced by the Production Team.

### **Other**

Items to be modified, drilled, or mounted: Estimate time @ \$1.25 per minute

Items to be painted: \$5 min first item, \$3 each additional item

If it is a custom color, include cost of paint and cost to acquire it

### **Calculating Outbound Shipping Costs**

There are three shipping services which Apple Awards, Inc. uses. To calculate the shipping costs through UPS (our primary shipping method) use the UPS Ship software. To calculate shipping costs through the Postal Service use the USPS Ship software.

Third, second, and next day air service are available and can be determined by using UPS Ship software.



## 9.3 Definitions for Determining Costs

### Definitions

*Stock Item*- an item that we physically have in the store or a product that can be ordered from either of our two preferred vendors with six working days of advance notice

*Non-Stock Item*- an item that has to be ordered; for example, if a customer wants five items and we have four in the store and have to order one more, then this order will be considered non-stock and the ordered pieces will have to be priced accordingly

*Preferred Vendors*- JDS Industries (2 days shipping) and PDU Plastics Plus (1 day shipping)

When using these vendors and given six working days production time, all shipping will be waived.

*Rush Charges*- Award orders of stock items needed in less than two working days will incur a 20% surcharge; Award orders of non-stock items needed in less than six working days will incur a 20% surcharge plus any additional shipping charges incurred

*Working Days*- Monday thru Friday, not including any holidays or days that there is not regular UPS service; orders received after 12pm on the first working day will start the following day. For example, if the customer orders on Monday at 11am, then they can pick up their order the following Monday.

## 9.4 Price Adjustments and Addressing Customers

### Preparing Customers for a Price Increase

When preparing customers for price increases that come with personalization or customized products use the following guidelines:

Notify the possibility of an increase upon ordering

If there is an increase at what point do I need to notify you?

### Reasons for price increases:

Because of the vast quantity of possible products

We have held most of our prices for the past several years

Material prices have gone up especially in the metals

Shipping cost have increased

Fees & taxes have gone up

## **Adjusting to the Market while Meeting our Customers' Needs**

Our prices constantly change due to fluctuations in raw material and energy costs. This will require us to take a serious look at how we do our store front business. We need to re-price all repeat orders as well as showroom products as of the 1<sup>st</sup> of each year.

### ***“What we Say No to is as Important as what we Say Yes to”***

This may create a competitive disadvantage in the store front sales. Even though this is very hard for us to do, my gut and my experience say we need to be ok with customers going to the big retailers for the low prices. We are at a definite competitive disadvantage with certain commodity products and if price is the customer's primary motivator, we will seldom win. I feel we are better off spending our time on growing our share of niche products & services.

### ***Gaining Customer Support***

We need to determine how many core stock products and processes we can sell at the most reasonable price point. We are not able to maintain competitive advantage by offering the lowest prices in the market, so we must focus on our competitive advantages of providing quantity discounts and quick shipping and production time. When we price products that need specially ordered components or involve processes that we do not have experience with, we must assure profitability and wise time management. This requires us to use judgment when accepting or denying special projects. If an established customer, who regularly purchases from us, asks us to do a one-time project, then I am willing to take well thought out and calculated risks, especially if rejecting this project may jeopardize the relationship. Another instance where risks may be taken is if a customer requests that we create a new product or process with long term ordering potential.

## **Section 10: Proofing Process & Quality Control**

### **Apple Awards/Sport Plaques Staff Proofing Checklist**

#### **General**

- Correct Item
- Correct Color
- Correct Size
- Free from blemishes/scratches
- Correct Plate Size
- Picture/Logo quality
- Stickers?

#### **Personalization**

- Dates
- Punctuation
- Spelling
- Aligned
- Font
- Style

#### **Sublimation/Color Direct**

**\*\*Before printing designs...**

- Print 1 design, sublimate and check for color quality/accuracy
- Time, temp and pressure in heat press

#### **Color Maxx (Advance Printing)**

**\*\*Before laminating...**

- Picture Quality
- Use template to check cut lines

#### **Plaques**

- Check corners and edges and marker as needed
- Right side up
- Autograph sticker on back?