

# IDEAL OF SWEDEN

## COLLEGE STORE SWAP PROGRAM

### PRODUCT CATEGORIES INCLUDED

Ideal of Sweden will support a full inventory swap program on the following product categories: iPhone cases and AirPods cases.

### HOW TO QUALIFY

The initial purchase order for load-in must be a minimum of (4) unique Ideal of Sweden products with a total order value of \$500. Product must be placed in-store for a minimum of 90 days with the last opt in date of June 1. Stores will need to commit to an offsetting purchase order at the time of the return request at equal dollar value.

### SELL DOWN PERIOD

Ideal of Sweden will sponsor promotional pricing on legacy items identified for an inventory swap. Promotional pricing will run September through October to support sell-thru and reduce stock in store. To qualify for promotional pricing stores will be required to provide sell thru reporting to receive reimbursement in the form of a credit. Reporting should be submitted to your Douglas Stewart Account Manager at the same time as the return request.

### INVENTORY SWAP

A return request for legacy product can be submitted to Douglas Stewart beginning November 1 - November 30. Inventory must arrive at Douglas Stewart no later than December 15. Product received after this date will not be accepted. All inventory must arrive in resaleable condition. An offsetting purchase order is required at the time of the return request to qualify for an inventory swap.

### KEY DATES

Last day to opt into the program: June 1

Promotional pricing period: September 1 - October 31

Return request & offsetting purchase order period: November 1 - 30

Last day for DSC to receive returned inventory: December 15