



**Independent Retailer
Wholesale Packet**





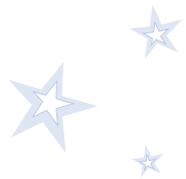
Vermont Teddy Bear

This packet includes everything you need to know about our world famous Vermont Teddy Bears, including where they come from, how your customers can take care of them, and where they can send their Bears should they ever be in need of a little T.L.B. (Tender Loving Bear) in our Bear Hospital. Inside you'll find:

- ★ Ordering information
- ★ A little bit about us
- ★ What makes Vermont Teddy Bears unique
- ★ Our Lifetime Guarantee – our Bear Hospital
- ★ The story of the first teddy bear

Why do business with Vermont Teddy Bear?

- We're a company that cares about quality and we care about relationships. Our Bears are made in the USA with a Vermont labor force and our packaging is eco-friendly and Sustainable Forestry Initiative (SFI) Certified.
- Vermont Teddy Bears are Bears for life and we want our customers to be customers for life too. We have a fully staffed call center filled with friendly Bear Counselors who can answer any question.
- Because of everything we put into our Bears, you, the retailer, are able to get more out of them – more sales, more profits, more customer satisfaction.
- The minimum order quantity is just four Bears, and you can customize your order with any combination of Bears and fur colors.





Ordering Information

Terms: All orders must be paid by business check or credit card. At this time, we are not establishing net terms.

Online Retailers: Vermont Teddy Bears are sold online exclusively at VermontTeddyBear.com and **may not be sold via any other online stores.** Vermont Teddy Bears will love hanging out in your retail store, but please do not make them available for sale online if you have a web presence.

Claims: All damage or shortage claims should be filed within 5 days of delivery

Refused Orders: Subject to full payment of shipping charges in addition to a 15% restocking fee.

First- Time Orders:

There is a minimum of 1 case/ 4 bears and payment is expected at time of order placement.

Subsequent Orders:

There is a minimum of 1 case/4 bears and payment is expected at time of order placement.

Shipping for US Orders:

Orders within the US are shipped via UPS Ground unless otherwise requested. \$4.00 per bear. Shipping fees for oversized products will be determined at the time of order.

Shipping for International Orders:

Orders shipped outside the US require your shipper account number.

Return Policy

We want you to be completely satisfied with your purchase. If you are not 100% satisfied then we will gladly take the unused item back for an exchange or refund within 60 days of receiving your items. There is a 20% re-stocking fee for returned items. No returns on custom or holiday bears.

- All returns must first obtain a return authorization number (RA#). You can obtain an RA# by contacting our Wholesale Dept. during normal business hours by calling toll free 1-888-998-2327
- Returned merchandise **MUST** be in new, unused condition in the original box with all documentation and packing list. Shipping fees are at your expense.

Return to:

The Vermont Teddy Bear Co
6655 Shelburne Road
Shelburne, VT 05482

Important Note About Online Stores: Vermont Teddy Bears are sold online exclusively at VermontTeddyBear.com and may not be sold via any other online stores. Vermont Teddy Bears will love hanging out in your retail store, but please do not make them available for sale online if you have a web presence. Thank you.





A Little Bit About Us

Vermont Teddy Bears - Made to Be Loved for a Lifetime

Once upon a time, a group of dedicated Bear people came together with just one goal – to make the best Bears in the world and to make them in America. To do that, we created The Vermont Teddy Bear Company.

Several decades later, in the midst of a busy world that keeps getting busier, we're still on our quest to make the world a better place... to help people re-connect with each other and a simpler time... when play was imaginative, people made time for each other, and a hug from a teddy bear could solve anything.

Every Vermont Teddy Bear is handcrafted in Vermont, from the first sketch to the final stitch, by people who love Teddy Bears... just the way our founder thought they should be when he started the Company all those years ago. Our love for Teddy Bears and attention to detail shows through in the premium quality and unique personality of every Bear. And since Teddy Bears are friends forever, we unconditionally guarantee our Bears for life. How many Bears can you say that about? Yup... you got it... just ours.

*The Vermont Teddy Bear Company
Making the world a better place, one Bear at a time.*

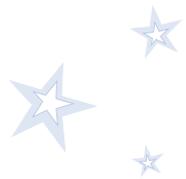




What Makes Vermont Teddy Bears Unique

*What's Special About an
Authentic Vermont Teddy Bear?*

- ★ Vermont Teddy Bears are the ONLY Bears stuffed with love in America and guaranteed for life.
- ★ They're flame-resistant, hypoallergenic, and washable.
- ★ And they're safe for all ages when "Bear" naked.





The Vermont Teddy Bear Lifetime Guarantee

*All Vermont Teddy Bears are
Unconditionally Guaranteed for Life*

If anything should ever happen to their Vermont Teddy Bear, even if the family dog decides to make it his favorite toy, customers can send it back to us at the Factory and we will nurse their Bear back to health in our Bear Hospital at no charge. Talk about a great health care plan! If by chance their Bear was too badly injured with no hope of recovery, we will replace their Bear with a new one for FREE!

Stuffed with Love in Vermont Guaranteed for Life





The Story of the Very First Teddy Bear

In 1902, President Theodore “Teddy” Roosevelt traveled to Mississippi to settle a boundary dispute between the states of Mississippi and Louisiana. As he was an avid and accomplished hunter, his trip included a four-day bear hunting expedition. During the entire time, he failed to shoot a single bear, but other members of the party managed to capture a small bear cub and they tied it to a tree so the President could shoot it and claim it as his own. Instead, Roosevelt chose to spare the young bear’s life.

A political cartoonist by the name of Clifford Berryman recounted the story in a sketch entitled “Drawing the line in Mississippi” and published it to wide acclaim in The Washington Post. Morris Mitchom, a Brooklyn shopkeeper, was the first to refer to the bear depicted in the drawing as “Teddy’s Bear.” His wife Rose stitched together a jointed Bear designed to resemble Berryman’s sketch and the very first Teddy Bear was born.

