



We Are Dispensers

INCREASE PRODUCTIVITY

Distributor Partnership Opportunity Overview



TAPE DISPENSERS Heat Shrink Tubing

Parts Assembly **PACKAGING**

LABEL DISPENSERS

Product ID

General Coil Winding

RFID

VHB Application

NON-ADHESIVE CUTTERS

Safety Seal **AUTOMOTIVE**

ELECTRONICS

Barcodes

pharmaceutical

Battery Manufacturing

Nutritional Info Labels

Die-Cut Gaskets

MANUFACTURING

MEDICAL

Wire Harnessing

APPLIANCE

Promotional Labels

SOLAR & WIND POWER

FOOD & BEVERAGE

START International

4270 Airborn Drive, Addison, TX 75001, U.S.A.

Tel 1.972.248.1999 • Fax 1.972.248.1991 • service@STARTInternational.com

www.STARTInternational.com



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Over 30 Years of Excellence

START International has provided solutions to manufacturing companies worldwide since 1981. We provide the service and expertise required to ensure our customers are fitted with the best equipment for the job. Our current products include Electric Tape Dispensers, Electric Label Dispensers, Electric Die-Cut Part Dispensers, Non-Adhesive Cutters, and Optical Inspection Tools.

For more than 30 years, we have been dedicated to strengthening our foundation through successful distributor partnerships. Our objective is to add value to the sales process: pre-sale, post-sale and throughout the customer lifecycle.

Together, we can provide the highest quality products, build long-lasting relationships with our mutual customers, and constantly improve the customer service experience.

START International values our Distributor relationships, which is why we refer to you as Partners. This presentation describes the essential marketing/sales tools specifically designed to make doing business with START International easy and profitable.

Thank you for your Consideration!



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We view distributors as partners in going to market with our product line. A distributor has constant interaction with the end user on a daily, weekly and at least monthly basis. We think of our distributors as the face of our products and services. In order to truly serve their customers, the distributor should be constantly introducing new products and ideas to improve their customer's manufacturing processes. Together we can serve and provide the correct products for your customers by assisting them and improving their production.

Your Company will be able to provide a more efficient and complete dispensing solution for customers who are applying tape, labels, &/or die-cut parts; oftentimes delivering greater than a 50% increase in productivity by proposing a START International Dispenser with their materials.

Increased Profitability

Adding value to your product line and bottom line.

Superior Service

The entire START team is here for you every step of the way.

Proven Quality

From innovative design to superior support, quality is our focus.

Our partnership will be driven by:

- Solid foundation of communication, cooperation and innovation
- Delivering products & programs to help you and your customers realize the benefits and values of promoting and using our products
- Mutual trust and respect
- Understanding and quickly resolving challenges
- Adding value to your sales process: pre-sale, post-sale and throughout your customer's lifecycle



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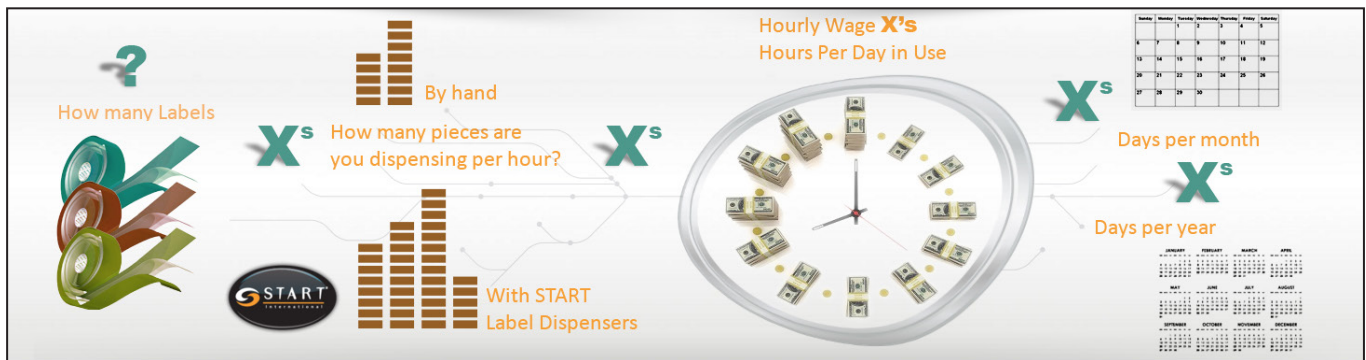
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Take advantage of all these TOOLS & RESOURCES!



As a leader in tape, label & die-cut part dispensing, START International can fully leverage its knowledge, expertise, and people in the following areas:

- Usability – Our dispensers are easy to set-up and operate, with minimal operator training required.
- Versatility – Virtually any tape or label can be dispensed from our machines for use in a variety of industries.
- Efficiency – We can easily eliminate bottlenecks in a manufacturing line, increasing productivity and reducing material costs.
- Functionality – We understand dispensing applications, and design the features and functions your customers need most.

Your customers buy ROLLS of tape, labels, & die-cut parts, but they apply individual PIECES of these materials in their production environment. START International provides you with the tools to enable your customers to apply pieces of Your material more efficiently & profitably, thus creating VALUE for your Sales Force.

The process of selecting distributors is something we take seriously. We study our prospective distributor's business. What industries do they cover? What markets do they service? How do they go to market with the products they represent? How effective are they going to market? Do they have a website? Do they have a catalog or brochure? Do they stock products? What steps are they going to take to market our products effectively to generate sales? What it boils down to is; we are looking for genuine distributor partnerships where both parties are dedicated to becoming successful with the product line.









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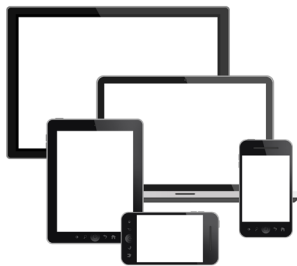
We are dedicated to supporting You in the marketing and sales of the START International product line






-  Print-ready product photos
-  Print-ready product descriptions
-  Product literature (in various languages)
-  Private-labeled brochures & catalogs (we design, you print)
-  Customized competitive guides and sales training materials
-  Latest industry news and new product announcements



-  Pre-sales assistance
-  Qualified sales leads (We exhibit at about 20 tradeshows a year!)
-  Special discounts available when you show our products at trade shows
-  Trade show and seminar assistance available when you exhibit or host
-  Demonstration equipment discounts available on certain machines
-  Dedicated sales and customer service team
-  Joint sales promotions tailored for your marketplace & customer base



-  Web-ready product descriptions (in various languages)
-  Web-ready product photos
-  Web-ready product videos



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What START can do for you! TECHNICAL SERVICE

To ensure your distributor partnership experience with START International is seamless, we are committed to offering you the technical advice, service and support needed to be successful during your pre-sale and post-sale processes.

Each of the following is available to all our valued distributors:

ADVICE (Pre-Sale)

- Complimentary material testing
- Complimentary product recommendations
- Complimentary video demonstrations (evaluations available via email)
- Live or web-based technical service

SUPPORT (Post-Sale)

- Machine technical guides (for the distributor or end user that wish to maintain machines themselves)
- Preventative maintenance guides
- Extremely large inventory of spare parts kept in stock
- Recommended spare parts lists for common wear parts (e.g. cutting blades)
- Repairs
- Modifications
- Live or web-based technical service

As you know, all tapes and labels are not the same. There are different materials, thicknesses and adhesives that all perform differently for their intended final use; therefore, all material cannot be expected to perform the same on all of START International's products. We strongly recommend that if you are selling to a production type of environment, the material should be tested for proper functionality and compatibility to the end user's application and environment.

START International will test any material sent to our office for proper function, and warrant the machine for the specific use intended. In order to provide proper advice, the following must be provided: sample roll of material (tape, labels, die-cut parts), intended cut length, and production rate (e.g. 400 parts per hour/12 hours per day). Therefore, please take advantage of our technical service department and use our Material Evaluation Form located in the catalog, online or we can custom design a material evaluation form for you.

We encourage you to utilize our testing tools in your market. If certain materials do not perform, you can send it to us for further testing.



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TERMS OF BUSINESS

Images & Branding

Distributors are encouraged to use the provided product photos and videos both online and in print. However, these images must not be manipulated in any way without the approval of START International. Online and print product descriptions must include "TheTapeDispenser brand by START International," "TheLabelDispenser brand by START International," "Labelmoto by START International," and/or "cyli-SIZE by START International."

Pricing

Distributor pricing will be those prevailing at the time of the order. START International reviews and updates pricing every six months (January & June), yet reserves the right to update prices at any time. START International will not provide a rebate or refund for inventory on hand in the event prices decline. Purchase orders requesting future delivery beyond 60 days from the date of initial order will be invoiced at prices prevailing at the time of shipment. Although START International does its best to inform its distributors of price changes, it is the distributor's responsibility to receive accurate pricing when placing orders.

Order Requirement

START International has a minimum order requirement of \$750 for product purchase orders and \$150 for parts purchase orders.

Order Placement

Orders are accepted via FAX at 001.972.248.1991 or via email. No verbal orders accepted. Please call for your representative's email address or email: service@startinternational.com

Order Processing

START International does its best to keep all products in stock at all times. However, occasionally there may be a small lead time on certain products. Upon receipt of payment, purchase orders will generally ship the following day, as we have most products in stock.

Backordered Items

Any item(s) placed on backorder will ship as soon as they are available. Quantity break pricing will prevail on all back-ordered items, unless backordered items are cancelled. If cancelled, a separate invoice will be issued for the difference in pricing. Items may be subject to freight and handling charges, even if they were previously exempt.

Handling Fees

If any additional customs paperwork is required, there will be a \$100 additional charge which must be added to the purchase order.

Cancellation

Purchase orders cannot be cancelled once the order has been processed and shipped. Purchase orders requiring a future ship date beyond four days must be cancelled within three business days prior to scheduled ship date. Orders for "non-stock" and special order items are non-cancelable and non-returnable (this must be noted on the purchase order).

Payment Terms

We accept MasterCard, Visa, American Express or Wire Transfer. For credit card payments, credit cards will be charged at the time of shipment.



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Freight / Shipping

START International shipments are (EXW) Ex Works Addison, TX USA and are shipped Fedex International unless instructed otherwise. Shipping charges are applied at the time of invoicing. Ocean freight shipments are FOB Addison, TX USA, freight collect only. Title passes from START International to the distributor when merchandise is placed in the carrier's truck. Actual shipping costs may vary +/- 10% from quote.

Short Shipments / Damaged Freight

All deliveries must be counted at the time of receipt. All short or damaged shipments must be reported to START International within three business days of the receipt of the shipment. If a carrier delivers a short lot or damaged merchandise from START International, all claims must be made against the carrier (except UPS and FedEx prepay and add shipments) and noted on receiving ticket.

Returns – For Credit

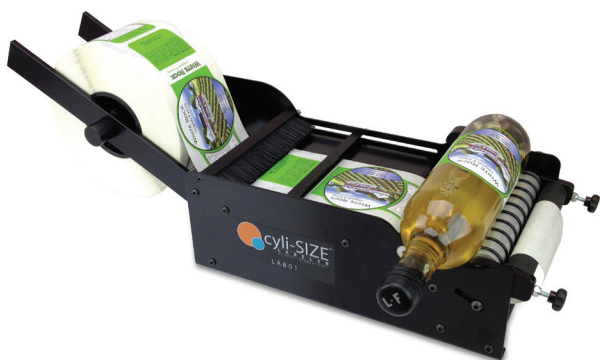
START International must approve all returns and issue a Return Materials Authorization (R.M.A.) number prior to return shipment. All returns are subject to a 15% restocking fee. Shipments received without an R.M.A. number may be refused or subject to a 25% handling fee. Returned merchandise must be in resalable / new condition and in original packaging and must be shipped prepaid to START International. Returns will not be accepted beyond 45 days of original shipping date.

For Credit – Return Steps

1. Contact START International to report the reason for the return.
2. Supply invoice number and serial number (if applicable)
3. An R.M.A. number will be issued if return is approved.
4. To expedite the return process, the R.M.A. form must be filled out completely by the customer detailing the reason for the return and faxed to START International.
5. Ship the R.M.A. form and merchandise prepaid and insured to: R.M.A. __ __ __, START International, 4270 Airborn Drive, Addison, TX 75001, USA.
6. START International will inspect the condition of the returned merchandise and issue credit accordingly. Credit will not be issued on damaged or used merchandise.

Merchandise Shipped in Error

Upon authorization from START International, merchandise shipped in error may be returned to START International for credit. Please follow the "For Credit - Return Steps" and ship products via Fedex Ground collect. Distributor has the option of taking 10% to keep the items shipped in error.





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WARRANTY AND REPAIRS

Warranty Period

START International warrants all machines against defects in design, materials and workmanship. Warranty is as follows:

- 1080 days on parts for: LD6000 Series; LDX6000 Series; LD8000 Series; LDX8000 Series; DC 6000 Series.
- 720 days on parts for: LD3000; LD3500; LR4500 Series.
- 360 days on parts for: LAB01; TDA080 Series; TDA150 Series; TDW019; ZCM100 Series; ZCM1100/2200 Series.
- 180 days on parts for: TBC Series; TDA025B; ZCUT3 Series; ZCM1500; ZCM2500
- 60 days on parts for: ZCM0300
- 30 days on parts: ZCM0800 Series; ZCM0900 Series; LAP65 Series; SL Series.

Parts excluded from the above warranty are cutting blades, silicone rollers, cutter liners or any part considered a wear part.

Our sole obligation under warranty service is limited to repair, replacement, or credit of the purchase price, at our option, for products which do not perform properly the function for which it was designed.

Warranty repair is contingent upon our examination and determination that alleged defects have not been caused by misuse, abuse, improper installation or application, alteration, accident or neglect in use, storage, transportation, or handling. START International will not be responsible for any shipping costs occurred in returning a machine for repair.

The above warranty and remedy constitutes START International's sole liability hereunder and are in lieu and exclusive of all other warranties and remedies expressed, implied or statutory, including, but not limited to, those of merchantability and fitness for a particular purpose.

The above is a summary of our warranty policy. For further warranty details, please click here.

For Repair and Warranty Repair – Return Steps (Customer)

1. Contact START International to determine the nature of the problem.
2. Supply invoice number and serial number.
3. An R.M.A. (Return Merchandise Authorization) will be issued.
4. To help diagnose the problem, the customer must completely fill out the R.M.A. form detailing the nature of the problem. If the appropriate information is not filled out, there will be an additional \$25 per machine to diagnose the problem.
5. Ship the merchandise prepaid and insured to: R.M.A. ____, START International, 4270 Airborn Drive, Addison, TX 75001, USA along with a purchase order for \$25 per machine.
6. After evaluating the merchandise, START International will notify the customer of repair charges, if any.
7. Upon completion of the evaluation, START International will send the customer a detailed quotation. The \$25 evaluation fee will be deducted from the total amount of the repair work.
8. All merchandise must have a serial number attached to it or the repair will be subject to additional charges to investigate age of machine.

For Repair and Warranty Repair Process (START International)

1. Receive shipment and inspect condition of packaging and contents.
2. Evaluate product for functionality.
3. Issue quote for repair charges to person that was issued the R.M.A. (If START International does not receive a response within 15 days, the quote will be resent. If P.O. is not issued to START International within 45 days of original quote, START has the option to ship product(s) back to customer at customer's expense.)
4. When P.O. is received via fax or email, START will begin repair (verbal P.O. can be accepted only with credit card).
5. When repair is complete, product(s) will be shipped back to customer



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NEW DISTRIBUTORS

New Distributors – International

New distributors are subject to approval by START International. Distributors are required to promote the product line at minimum through catalog, website and brochures. All photo images can be provided by START free of charge.

Initial stocking order requirements, discounts on best selling items range from 25% to 40%:

- Tape Dispensers, Label Dispensers and- Non-Adhesive Cutters. (\$4000 net, with no one item exceeding \$950)

Summary

As you can see from our distributor manual, we have set a program in place that sets the pace to make our distributors successful with our product line and fair business processes to make both our companies profitable. We hope you take full advantage of all that our distributor program has to offer to make our partnership together successful and strong.

Performance Measurements

The distributor is encouraged and expected to maintain an acceptable level of performance. At the end of each calendar year the distributorship will be reviewed for its performance.

Distributors unable to maintain a satisfactory level of performance will be subject to probation or termination by START International.





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DISTRIBUTOR AGREEMENT

Please print or type.

Company

Address

City/State/Zip

Phone Number & Website

Authorized Name & Position

New distributors agree to promote the START product line through their catalog, website, brochure, etc. All product images, descriptions and specifications are provided by START free of charge. The Distributor understands, acknowledges and agrees to START International's terms of business as stated in the Distributor Manual iDM13.1

(discounts applied after initial stocking order has been received by START)

Please sign and return to START.

Authorized Signature

Date

Please fax to 972.248.1991 or return by mail to:

START International
c/o Distributor Partnerships
4270 Airborn Dr.
Addison, TX 75001
U.S.A