

Greetings.

Let me ask you about your online store: *Is it doing everything you want it to?* You've probably spent a lot of time sorting through the details of this retail environment that, to the manager of a *brick-and-mortar* store, presents a whole new set of challenges. Setting up a website and shopping cart might be easy these days, but getting products to actually sell can be tough. We're about to let you in on a secret.

E-commerce has seen some big winners in the last decade, from Amazon to Zappos, with thousands of niche sites in between. The one big behind-the-scenes ingredient that makes their success possible is *automation*.

We're talking about automating everything from pay-per-click advertising, to invoicing, to logistics... and on that last item, Carolina Sewn has got something to help. It's easy, and there's no upfront cost. It will take several steps out of running your online store, and allow you to focus on all the other things that will make it a truly successful venture.

Plus, it's going to give you a glimpse into the success of a new product in your store *before* you commit to any inventory. First, let me give you a little background.

Several years ago, we noticed a trend in NFL licensed gear where companies were beginning to offer higher-end accessories and gifts; *beyond* ballcaps and teeshirts. We're talking about fine leather travel gear, jewelry, luxury watches, top quality kitchen accessories. Needless to say, they're making a killing.

"Higher-end" was Carolina Sewn's natural trajectory since day one, so we hit the accelerator and spearheaded this NFL-inspired trend in the college market.

But these are relatively big-ticket items. How do we prove to our customers (who don't know already) how lucrative our latest high-end product collections can be for *your* store.

So we created the **Carolina Sewn DropShip Program**, and it works like this:

- 1. You decide which *DropShip Program Qualified* products you'd like to offer, and with which imprint design**
- 2. We create and give you images and descriptions of those products to add to your online store**
- 3. When you get an order for one of our products, send that info. along to us and we'll ship it – under your name – directly to your customer.**

This gives you two huge advantages:

You need to hold NO INVENTORY when selling our *DropShip Program Qualified* products on your website. Look at it as no-brainer additions to your online offerings.

You can use our *DropShip Program* with your online store to gauge your customer's appetite for our high-end leather products. Use the program to help you decide if it's worth buying an inventory of our most luxurious, sought-after product collections for your physical store.

Your smartest, most successful colleagues from over 100 college bookstores have already signed on to the **DropShip Program** so far. They include the bookstores of Yale, Michigan, Ohio State, Vanderbilt, UNC, and Clemson.

They're what you would call "early adopters" who saw the immense value of expanding their online offerings with no upfront investment. This is the intuition that took them to the top of their game, and there's absolutely no reason that you can't be among them.

But I bet you have a few questions, so...

call me now! 1 800 920-5944

In just a few minutes I can fill you in on all the details and set you up with the products and imprints you'd like to offer. Let us show you the full potential of e-commerce in 2015.

At Your Service,

Natasha

DropShip Program Representative
Carolina Sewn Products
-----@carolinasewn.com

"We're an independent store on the campus of a small private college, and we finally got started with an online storefront last year. Carolina Sewn's DropShip program allowed us to round out our online offering, especially to active alumni, with minimal risk."

"I've always admired Carolina Sewn's Westbridge Leather collection since its release three years ago, but I was nervous about the price point and how well it would sell. Their DropShip Program gave my store the opportunity to test the products in our online store, where it actually did quite well. We'll be ordering an inventory for our physical store in the near future."



CAROLINA SEWN **co** BAG & LEATHER

DropShip
Program

"Over 100 stores like yours are already enjoying a quick, easy boost in online sales."

Our **DropShip** program is your opportunity to offer Carolina Sewn's most beautiful, high end collegiate-branded accessories in your online store without holding any actual inventory. When a customer places an order on your website, you simply forward the order to us. We produce the product and ship it directly to your customer on your store's behalf.



Carolina Sewn Bag & Leather Co.

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Westbridge Leather Collection	Page 2
Hunter Leather Collection	5
Italian Leather Collection	6
FAQ Quickship Guide	7

C320 Two-Tone Leather Tote

Classic chic with a punch, this all-leather two-tone classic will always be in style. Choice of tan or black, both with cognac straps. 13" wide by 18" high.

\$89

MSRP: \$178.00



C319 Business Case

Made from luxurious genuine full grain leather with tweed lining. Available in tan or black Westbridge leather. 16" wide by 12" high by 4" deep.

\$124

MSRP: \$248.00



Black

Tan

C318 Leather Duffel

Superior quality full grain leather makes this duffel one that will last a lifetime.

17" wide by 10" high by 10" deep.

\$139

MSRP: \$278.00



C336 Large Leather Duffel

A larger version to compliment our bestselling medium-sized Westbridge leather duffel. More room for longer weekend trips. 23" wide by 12" high by 8½" deep.

\$164

MSRP: \$328.00



C335 Leather Rucksack

Our best-selling ruck sack design, now in supple Westbridge leather. Features two front pockets, side pockets, draw string closure, and magnetic snap flap on top. 13½" wide by 13½" high by 5½" deep.

\$124

MSRP: \$248.00



C239 Leather Tablet Case

Luxurious Westbridge leather case, padded, with ultrasuede lining and magnetic snap closure. 11¼" wide by 9" high.

\$28

MSRP: \$56.00



C330 Westbridge Leather Padholder

Choice Westbridge leather exterior and trim, and stylish fabric interior featuring zippered pocket and pen loop. Fits standard-sized 8½" x 11" notepads, and is now available in black.

\$32

MSRP: \$64.00



C399 Leather Satchel

This is the one she's been waiting for: a classic satchel design in a versatile size made from timeless materials... namely our full grain vegetable-tanned leather outfitted with sturdy antique-finish brass hardware. Also features a magnetic snap front pocket, interior pockets, and an adjustable shoulder strap. 8½" wide by 10" high.

\$50

MSRP: \$100.00



Hunter Westbridge



C407 Hunter Leather Laptop Tote

A big, classy and classic alternative to the briefcase with a zippered top closure and enough room for the largest documents, books and laptop computers. Features antique-finish brass hardware. 17½" wide by 13½" high by 5¼" deep.

\$98

MSRP: \$194.00



C387 Hunter Leather Messenger Bag

The messenger-style bag is fast becoming a favorite of urbanites. Ours is made from full grain vegetable-tanned Hunter leather and boasts robust antique-finish brass hardware and an adjustable shoulder strap. 14½" wide by 11" high by 4¼" deep.

\$110

MSRP: \$220.00



C340 Italian Leather Padholder

Euro-styled padholder with snap closure, made in Italy. Fits standard 8.5" x 11" notebook.

\$32

MSRP: \$64.00



C341 Italian Leather Document Folder

Euro-styled document folder with snap closure for important documents.

13¾" wide by 10" high.

\$29

MSRP: \$58.00



C386 Italian Leather Portfolio

Crafted from vegetable tanned Italian Tuscan leather. Features a double-zipper closure, exterior zippered pocket, a multitude of interior pockets, and two pen holders. Available in Tuscany Brown. Each piece comes with a flannel dust cover and is inserted into an elegant, high-quality gift box before shipping. 14" wide by 10½" high by 1" thick.

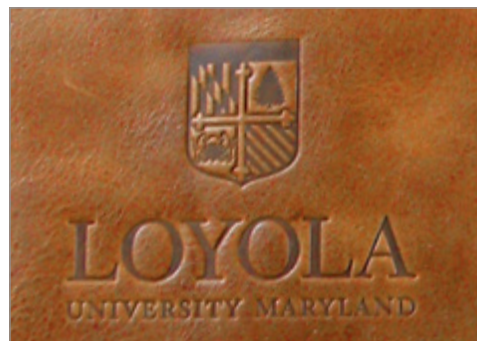
\$160

MSRP: \$320.00



DropShip Program Guide

Frequently Asked Questions



DEBOSSING: This classic decoration method is used on our leather products. We create a customized metal plate, or die, with your desired logo art to depress an image directly into the product surface.

What are the advantages of dropshipping?

We handle order fulfillment for you. On top of that, you don't need to hold an inventory so there is no risk.

What are the drawbacks of dropshipping?

There is usually a higher cost per product when working with a dropshipper: products are sold one at a time, so there are no quantity price breaks, and handling fees are needed to cover the added warehouse labor.

Are there any fees associated with this program?

Carolina Sewn will charge :

a flat rate \$10 set-up/dropship fee per item

a flat rate shipping cost of \$7.95 per order

royalties (if applicable).

How do I select designs for the products I want to sell?

We show you an inventory of dies for your school that we have on file for you to choose from. If we do not have a die for your school, or a specific design you would like on the products, call and talk to our **DropShip** representative who can get one set up for you.

Do you provide product images, descriptions and specs?

Yes. Upon signing up for the Carolina Sewn DropShip program, you'll be assigned a special Carolina Sewn DropShip representative who will send you...

1. Web images for each product you choose, specially prepared with your chosen custom imprint.
2. Product descriptions, specifications and pricing suggestions (*you are free to set your own retail price*) for each product — all in an Excel file for easy loading into the admin area of your e-commerce platform.

The products are live on my website and I just got an order. Now what?

Simply create a purchase order and e-mail it to quickship@carolinasewn.com. Make sure you include:

purchase order number

item number and color

quantity

"ship to" address

We will take care of the rest!. We will deboss all items to order and ship them directly to your customer.

How quickly will my customers get their orders?

Products ship within 48 hours (not including weekends) after receiving the order.

Depending on where the package is going, it usually arrives in 3-5 business days via UPS Ground.

Another option here is to have the product delivered directly to your store for the customer to pick up. Just ask your rep.

How are orders and billing handled?

You can handle your own customer billing however you choose, but Carolina Sewn DropShip will send you an individual invoice for each order we handle. This includes the wholesale cost of the item, royalties (if applicable), our dropship fee, and a flat shipping rate for deliveries in the continental U.S.

How are royalties handled?

If royalties need to be added, they will only be added to the regular wholesale price, not the dropship fee or the shipping charge. Royalties will appear on your invoice.

How do I get started with the DropShip Program?

Get on the phone with your sales representative, or give us a call directly and ask for a DropShip representative to help you get set up.

☎ 1 800 920-5944

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