



DEALER HANDBOOK

2019-2020

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Introduction

We are excited to introduce you to the Orvis Dealer Program. We are even more excited to share our strong and well-recognized brand name, authentic sporting heritage, innovative products, competitive wholesale programs, and customer service reputation with you.

We have put together this Dealer Handbook to assist you in day-to-day business with Orvis. Included you will find contact information, how-to procedure guides and much more! As new updates become available, we will post them <https://dealer.orvis.com/> and email them to you to keep your handbook updated.

Providing you with accurate, personal and friendly service is our top priority. We hope you find this handbook helpful and as always our Dealer Specialists are just a phone call away to assist you.

Important Addresses

Corporate Office
The Orvis Company, Inc.
178 Conservation Way
Sunderland, VT 05250
Phone: 802-362-3622
Fax: 802-362-8716
dealer@orvis.com

Hours: 8am – 5pm EST
Monday – Friday

Operations Headquarters
The Orvis Company, Inc.
1711 Blue Hills Drive
Roanoke, VA 24012
Phone: 800-451-4344
Fax: 800-442-2050
dealerspecialistrke@orvis.com

Hours: 9am-6pm EST
Monday - Friday

Dealer Specialist and Customer Service Team - Roanoke, VA

Denise Hamilton
Dealer Specialist
Phone: 800-451-4344
Fax: 800-442-2050
hamiltond@orvis.com

Margarett Arrington
Dealer Specialist
Phone: 800-451-4344
Fax: 800-442-2050
arringtonm@orvis.com

Chastity Mullen
Dealer Specialist
Phone: 800-451-4344
Fax: 800-442-2050
mullenc@ORVIS.com

Dealer Administrative Team

Bill Reed (Sunderland, VT)
International Sales
Phone: 802-362-8746
Fax: 802-362-8716
reedb31@orvis.com

Cynthia Harrington (Sunderland, VT)
Wholesale Coordinator
Phone: 802-362-8565
Fax: 802-362-8716
harringtonc@orvis.com

General Ordering Policies

Dealers can place their orders through the Dealer website at <https://dealer.orvis.com/>. If you need your password information for the website, please contact your Regional Business Manager. Orders may also be called or faxed to our Dealer Specialists. Our Dealer Specialists are available Monday - Friday from 9:00am - 6:00pm EST. Fax and Internet orders may be placed 24 hours a day, seven days a week. Please be sure to fill out your order form completely, double-checking that you have noted the correct item number, quantity, size, and color for each item.

Our Roanoke Dealer Specialists can also assist you with order inquiries, overcharges, missing shipments, order problems, damaged items, postage, backorder delays and general inquiries. When inquiring about a specific order, please have the 11-digit order number ready.

Contact Information

Dealer Specialist toll free sales and customer service line: 800-451-4344.
Dealer Specialist toll free fax number: 800-442-2050.
Dealer Specialist e-mail: dealerspecialistrke@orvis.com
Orvis Dealer website: <https://dealer.orvis.com/>

Order Processing

Within the Dealer website, you can place fill-in orders and early orders at <https://dealer.orvis.com/>. All incoming orders are reviewed by our Dealer Specialists and then sent to Accounting for credit approval. Orders received after 5:00 pm EST will be approved the following business day.

Obtaining Order Status

With the Dealer website, you can view order status tracking information in greater detail:

- Check the status of your order at <https://dealer.orvis.com/>
- Easy-to-access summary information is provided showing date the order was accepted, processed, and shipped.
- Separate shipments are shown along with tracking numbers for UPS, Fed Ex, or USPS.
- Backorder information is clearly provided along with the expected date of shipment.

You may also contact our Dealer Specialists to make an inquiry regarding an order's status. When calling or e-mailing the department, be sure to have the following information:

- 11-digit order number in the upper right corner of your packing slip or invoice copy.
- SKU number and quantity ordered.
- Detailed explanation of the inquiry.

Backorder Cancellations

All dealers periodically receive a report of their backorders email. On receipt of this report, you should check it over and cancel any items you do not wish to keep on backorder. The printout indicates the 11-digit order number, catalog number, and quantity per order. Call or e-mail our Dealer Specialists to cancel a backorder, giving all of the necessary information found on your printout.

Processing Gift Cards and Credit Requests

Refer to page 7 of this handbook for details.

Orvis Return Policies

Refer to page 7 of this handbook for details.

Dealer Shipping Consolidation

Products are shipped from our warehouse location in Roanoke, VA (OSC).

Unless otherwise requested, dealer orders are released by Accounts Receivable on a daily basis, and are then sent to the warehouse on Tuesday, Thursday and Friday for packing. To have a dealer website order released on the day it has placed, the order must be placed through the website before 2:00 pm EST.

Note: orders "released" means that Accounts Receivable has reviewed the order amount, approved it against your line of credit and "released" it. The order is now staged to be "sent" to the warehouse for picking and packing.

You may request that your orders be sent to the warehouse on days other than Tuesday, Thursday and Friday, and more or less often than three times per week. Contact the Dealer Specialist team at 800 - 451- 4344 to customize a schedule that fits your needs. Please keep in mind that increasing the number of days your orders are sent to the warehouse may increase the number and frequency of your shipments and increase your shipping costs.

Your express orders (2-day, overnight, etc.) and your "shipped direct to customer" (drop ship) orders are handled separately and are released every day.

Backorder Floor Limits

All dealer accounts are assigned a shipping floor limit value, which allows the accumulation of products/orders that will be released once the floor limit is met, and reduces your shipping costs by consolidating low-value backordered items

into one shipment. The default floor limit values are \$100 for U.S. dealers, and \$500 for international dealers; backorders totaling less than these dollar amounts will be held until the limit is reached. Your floor limit values can be adjusted by contacting the Dealer Specialist team and requesting a dollar amount that suits your individual needs. You may also request a temporary suspension of a floor limits to allow immediate shipment of a low-value order.

Early Order Programs

We offer two early order programs per year, one for Spring and one for Fall. These orders are processed on our Pre-season catalog at <https://dealer.orvis.com/>. You will receive from your Regional Business Manager the total amount your orders need to be in order to qualify. If you qualify you can get 60 day terms plus special cash discounts with your terms. They can be 5% or 10% if you pay within the 60 day terms.

Custom Embroidery Order Form - This program is offered year round. You can access the order form at <https://dealer.orvis.com/>. This order form includes various hats, shirts, jackets and vests. Minimum quantities are required.

Custom Fly Box Order Form - This program is offered year round. You can access the order form at <https://dealer.orvis.com/>. Fly boxes can be set up with your digital artwork or you can choose from available stock images and typeset. Minimum quantities required.

Custom Gokey Footwear

Please contact our Dealer Specialists at 800-451-4344 to request an information packet for custom Gokey footwear.

Policy Regarding Dealers Discounting Merchandise

Discontinued Product

We monitor tackle sales throughout the year and in July we determine which ones were successful and which ones were not. The products that did not meet our sales expectations for whatever reason get moved to a drop list, which effects all four channels of distribution (Wholesale, Retail, Catalog, Web). We send the drop list to all the Regional Business Managers electronically.

Once you receive the drop list from your Regional Business Manager you can manage your discontinued inventory throughout the season so as to clear it from your shelves, free up your open-to-buy, and bring in new inventory. Once you receive the drop list you are free to put the products on sale. There are numerous strategies for handling the sales, either progressively or aggressively, but it is important to note that when you receive the drop list you are free to dispose of the product as you see fit. Some dealers run in-store sales, some add the discontinued products to their websites, and others use a variety of the Internet sites (e.g.: the Fly Fisherman's Virtual Fly Shop, Ebay).

Ebay, Amazon, et al:

In trying to protect margin and create a level playing field for all dealers we do not condone the discounting of current product on Ebay, Amazon or other online sites. If the Orvis item is a current product you must list the Orvis retail price. If you auction a current item you must list the starting bid at the current Orvis listed retail price. Our intention here is not to be heavy-handed, but there has been an abundance of current product on these websites which affects us all by reducing the full margin that we should realize. That said, current product sold on Ebay, Amazon, or other sites at less than the current retail price may put your Orvis dealership in jeopardy. Discounted pricing on online sites should be limited to the sale of discontinued product. Thank you in advance for your co-operation and attention.

General Accounting Policy

Payment or statement questions should be referred to the Accounts Receivable Administrator. Remember, if you are having cash flow difficulties, give Accounts Receivable a call and they will be glad to work out a payment plan with you. Accounts must be current to allow orders to ship promptly. Credit limits are subject to annual review and are increased and decreased based upon payment history.

Accounts Receivable (Roanoke, VA)
US/Canada Toll-Free (833) 297-8324
Phone: 540-494-6414
Fax: 540-494-6207
AcctRecUS@ORVIS.com

Bounced Check Fees

If a check for payment on your account is rejected from the bank for non-sufficient funds(NSF) or any other reason Orvis will charge a fee of \$100 for every check submission to our bank that is returned for non payment.

Statements

Statements are sent out twice a month, at approximately the middle and again at the end of our fiscal month. Refer to the dealer website for statement dates. If payments are current and you pay each statement as it arrives, you can pay each statement and still earn a discount. See the bottom of the statement.

Future Column

The column is for invoices with special terms, i.e. pre-season orders. Pre-season terms are on the order forms. Pre-season orders first appear in the future column. When the due date is within 30 days, the amount due will be moved to the current column.

Current Column

Any invoice within the payment terms will be in the current column.

Past Due Column

Invoices that are not paid in time are reflected in the "past due" column. There are four past due columns on the statement: 1 - 30 days, 31 - 60 days, 61 - 90 days, 90+ days. Past due amounts in these columns will result in your shipments being held until payment is received. Credit memos also age according to invoice date. Credits will age in the past due columns after they are 30 days old. Finance charges are also calculated on these past due columns. Finance charges are computed daily at an annual rate of 18% per year or 1.5% per month.

Payment by Statement

When paying by statement, please return a copy of the statement.

Payment by Invoice

When paying by invoice, please send the bottom part of the invoice or list the invoice by number, invoice amount, and any discount taken. If credits are used toward payment, please list the number and amount of the credit being used. Please do not apply credits to an account until the credit is listed on the statement.

Payment of Invoices

The Orvis Company, Inc.
Attn: Accounts Receivable
1711 Blue Hills Drive
Roanoke, Virginia 24012-8613

Please list the invoice number with the total amount paid per invoice, including your discount, proper credits, and gift certificates. You must include this information listed on your invoice or your check will be in limbo until we can verify the invoices included in your payment.

Terms are printed in the bottom right hand corner of your invoice. Terms are from the billing date.

Do not pay from the packing slip enclosed with your shipment. This copy is for your records only, showing items shipped and items to be shipped at a later date.

Should there be an error in shipping, defective merchandise or any other discrepancies, please contact us immediately. **Do not make partial payments.** Contact your Dealer Specialist with any problems at 800-451-4344.

Advise us immediately by telephone at 800-451-4344, by fax at 800-442-2050, by e-mail at dealerspecialistrke@orvis.com , or by claim letter **of a missing item from your shipment.** We will issue credit for the missing item and enter a replacement order.

Check your statements - if your statement does not agree with your records, notify your Accounts Receivable Administrator immediately at 540-494-6414 or by email at AcctRecUS@ORVIS.com.

All claims or adjustments against shipped invoices must be made within 30 days. Any claims made after 30 days cannot be guaranteed proper adjustment.

Gift Card Processing

Call the telephone number (800-242-5353) found on the back of the card to verify available balance. The balance must be redeemed in full at the dealership. Send the original card with your payment. Copies will not be accepted. The card should accompany the sales receipt for credit processing. Deduct the value from your payment.

Promotional Credit Requests

Your customers may present you with an Orvis-issued coupon or special promotion. You may accept these coupons or promotions, and the Dealer Department will credit your account for 50% of your cost of the coupon or promotion. Credit requests must be returned within 60 days of the customer purchase. Dealers are required to document the sale and send Orvis a copy of the register receipt in order to receive credit. Credit requests forms can be located at <https://dealer.orvis.com/>

Return Policy and Procedures

General Guidelines

To return defective products or customer returns to Orvis, please follow the guidelines below.

Rod and Wader Warranties and Repairs

Rod/wader warranty and repair policies are described in a separate document. Please refer to this document for questions regarding this topic. The document can be found on the dealer website at <https://dealer.orvis.com/>, or your RBM can supply you with a copy. Rod and reel repairs are sent to our Manchester, Vermont facility.

Addresses for Returns

All defective and back-to-stock merchandise should be returned to the Roanoke warehouse. Please use the appropriate address below for returns. This address is only for defective and back-to-stock merchandise; do not send rod and reel repairs to this address.

All Defective and Back-to-Stock Product Returns:

The Orvis Company, Inc.
RGM Department
1711 Blue Hills Drive
Roanoke, VA 24022-801

Return Procedures

- Complete a Returned Goods Authorization Form and fax to 800-442-2050 or email to dealerspecialist@orvis.com. Upon approval, your form will be sent back to you with a Return Authorization number. Forms to download can be located on <https://dealer.orvis.com/>
- Each item for return should be tagged with the full 8-digit Orvis SKU number.
- All items should be neatly folded in the box and the box not over-stuffed.
- One return authorization number per box. Oversized items packaged individually will need separate RA#'s.
- Clearly mark the RA# on the outside of the box and enclose the corresponding Returned goods Authorization Form paperwork inside the box.
- Wholesale credit will be applied to your account once product is received and processed.

Restocking Fees: Back-to-stock Merchandise

- No restocking fee if returned within 30 days of shipment.
- Subject to a 15% restocking fee if returned after 30 days.
- Subject to a 40% restocking fee if non-current.
- Subject to a 40% restocking fee if not in as-new and original condition.
- Subject to a 40% restocking fee if products become damaged due to poor or improper packaging.

Defective & Warranty Merchandise

- Defective and warranty merchandise should be kept separate from other merchandise. A 40% restocking charge will be applied if it is mixed with back-to-stock merchandise.
- Defective, damaged, and mis-shipped (items not ordered) merchandise is eligible for shipping reimbursement. The reimbursement does not cover rod repairs, reel repairs, luggage repairs, special orders, customer refusals, un-consolidated shipments and other service-related defective returns.

Receiving Shipping Reimbursement for Defective, Damaged, and Mis-shipped Merchandise:

- Complete a Returned Goods Authorization Form and fax to 800-442-2050. Be sure to include associated shipping costs. Upon approval, your form will be faxed back to you with a Return Authorization number.
- Please keep this package separate from all other return packages.
- Package the defective item(s) and weigh the package.
- Ship the package via Ground service; refer to your carrier's rate chart for actual shipping charges for your reimbursement. You will be credited the freight charges on the return of the merchandise if requested.

Handling Returns from Other Orvis Business Channels (catalog, web, retail)

If a customer requests a refund for a purchase made through an alternate channel, the dealer has the choice to issue a refund or exchange, or to have Orvis issue the refund or exchange directly to the customer, follow the guidelines below.

- If a customer wants to exchange for an item you have in stock, take the customer's item and exchange for the one you have. Get a return authorization number from a Dealer Specialist to return the item for wholesale credit. Explain to the Dealer Specialist that the item was not sold by your shop originally. You will receive a wholesale credit for the cost of the item. If you do not have the item in stock but want to order it for the customer you may do so at your regular cost.
- If a customer does not want the item at all, you may offer store credit for the retail value of the item. Take the item from the customer and return it as described above and give the customer a store credit for the value. Return the item for wholesale credit.
- If the customer wants a refund only; explain to the customer that you cannot refund merchandise that was not purchased at your store but you can return the item to Orvis for them and allow Orvis to refund the customer directly. Have the customer complete a Return for Customer Credit form, which are available upon request from the Dealer Specialist group. You may print a prepaid shipping label from the Orvis consumer website for this return. Return the item separately from any other return. When the return is received the refund will be issued directly to the customer.
- If the customer is not satisfied by any of the above options, please call Dealer Services and a solution will be reached.
- Drop Ship returns: Occasionally, items ordered by you to ship directly to the customer will be returned to the customer directly to Orvis. If this happens, you will be contacted by a Dealer Specialist to arrange a wholesale credit for you and a refund for your customer. If the customer uses the prepaid return shipping label in the package you may deduct \$6.95 from the customer's refund.