

**Under 18
No Tobacco**



2015 CATALOG

UPDATE

FDA Store Inspections
top 320,000

Fines average \$704

40+ states ban e-cigarette
sales to minors

Follow on  @WeCardTraining



AGE-OF-PURCHASE CALENDAR
21 year version now available!

**ORDER
2015
ITEMS NOW**



WE CARD RENEWAL KIT
Get the most popular set of materials!

2015 We Card Renewal Kit

Get the most popular set of materials!

“Preventing illegal sales to minors is easier with We Card”

“I get signage, age calculation tools, a state law summary and tipsheets—the essentials for keeping my employees up to speed and my customers in the know.”

ONLY \$17.99 PLUS S&H



The most compact and convenient set of materials We Card has to offer is also the most popular kit ordered by retailers every year. Refresh your retail locations with updated, effective We Card materials.

Kit includes:

- **We Card Calendar** – a 365 page-a-day calendar providing the ever-critical Born After This Date? NO TOBACCO date (for every day of the year). Cashiers use it for comparing a carded customer’s ID to determine whether to legally sell or properly deny a sale to a minor.
- **Two Age-of-Purchase Stickers** – displays the last birth year a customer’s ID must show in order to legally buy tobacco. If the customer was born after the current day of the year shown on the sticker, no tobacco sale should be made.
- **Two Window/Door Decals** alert customers to “Please Have ID Ready.”
- **Two Employee Guides and Tipsheets** on spotting fake IDs and handling adult purchases for minors.

2015 WE CARD RENEWAL KIT

M15	Tobacco Kit for use in most states	\$17.99 ea.
M25	Tobacco/Alcohol Kit (pictured here) for use in most states	\$17.99 ea.
M35	Tobacco Kit for use in AL, AK, NJ & UT only	\$17.99 ea.
M45	NEW! Age 21 Kit for use in NYC, HI County & other localities	\$17.99 ea.

We Card signs do not meet state sign requirements and cannot be used as a substitute for state law mandated signs.

ORDER EARLY for timely delivery!

2015 Age-Of-Purchase Calendar

An absolute necessity for any retailer!

This proven age calculation tool displays the most recent date a customer's valid ID can show in order to legally purchase tobacco. Born After This Date? NO TOBACCO.

ONLY
\$12.99
PLUS S&H

2015 AGE-OF-PURCHASE CALENDAR

A15	Tobacco Calendar for use in most states	\$12.99 ea.
A25	Tobacco/Alcohol combined (pictured here) for all states but AL, AK, NJ & UT	\$12.99 ea.
A35	Tobacco Calendar for use in AL, AK, NJ & UT only	\$12.99 ea.
A45	NEW! Age 21 Calendar for use in NYC, HI Co. & other localities	\$12.99 ea.

You can also download electronic copies of some *We Card* materials at no charge by visiting www.wecard.org.



Calendar A25 Shown Here

Simply compare the dates

The *We Card* calendar makes it easy to check ID!

HOW IT WORKS: Place your calendar on the counter and simply compare the date displayed on the calendar with the date of birth on the customer ID. Is the date on the ID **AFTER** the date on the calendar? Refuse the sale!

Employee Guide (with state law summary)

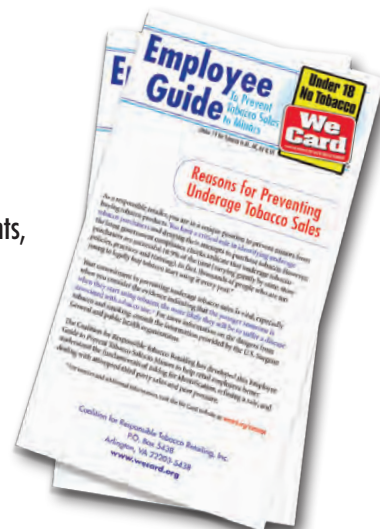
A must-read for new employees!

We Card's Employee Guide provides a personal summary* of your state's tobacco minimum age sales laws and requirements, advice on asking for ID and handling difficult situations.

EMPLOYEE GUIDE

L1 Employee Guide 75¢ ea.

*DISCLAIMER: Your state law summary is provided as a service of The *We Card* Program, Inc. but is not intended to provide legal advice or analysis; users with questions about the law should seek the advice of counsel. Each state law is unique and possibly represents multiple legislative or regulatory acts. Local laws may impose additional requirements. Check with local authorities to find out about such laws. These summaries are not intended to be complete representations of state law.



Order at wecard.org or call 1-800-934-3968



For tobacco sales only

Age Checker™

Calculate a customer's age correctly every time!

Retail employees asked for it. *We Card* delivered it. The Age Checker™ gives retail employees a precise countertop tool that clearly shows the employee and the customer whether it's "SALE" or "NO SALE."

- Calculates a customer's age based upon a date-of-birth on an ID
- Indicates "NO SALE" to those underage with a flashing red light (green light for sale)
- Sturdy enough to survive at the counter
- Inexpensive (otherwise management would never buy it)
- Simple and easy to use
- Easy-to-find and replace batteries (2 AA)

AGE CHECKER™ (SIZE: 5.5" X 7.5")

B1 Age Checker™ **\$23.00 ea.**

NOTE: The AGE CHECKER™ is only programmed for use in states where the minimum age is 18. This tool is not available for use in AL, AK, NJ, UT or other areas where the minimum age for tobacco sales is 19.



Training Posters (10.5" x 16")

Make training a part of every employee's day!

This series of posters reinforces important tobacco sales training in a fun, informative way. They're perfect for your store's break room, bulletin board, or anywhere you have reference materials.

WE CARD TRAINING POSTERS

- | | | |
|-----|---|-------------------|
| TP1 | "Now what?" Poster gives clerks a refresher course on how to handle and check ID. | \$1.95 ea. |
| TP2 | "Can you guess my age?" Poster proves that it's always best to "Think 27" and ask for ID. | \$1.95 ea. |
| TP3 | "What do you say?" Poster gives tips on handling customers who don't have an ID. | \$1.95 ea. |
| TP4 | Set of all three Training Posters | \$4.95 ea. |

ORDER EARLY for timely delivery!



eLearning Center



It's time to train.

We Card uses interactive and engaging exercises, simulations and evaluations to teach and test responsibly retailing age-restricted products.



Employee Training

Award-winning training, now even better! Learn about FDA Requirements of Retailers, Rules on Cigarettes and Smokeless, FDA Fines and Penalties

*Based upon FDA Guidance for Tobacco Retailer Training Programs - Sept.2013

Additional interactive exercises and more practice in the steps employees need to prevent illegal sales to minors.



Refresher Training

Retrain your employees with this course: Contains short interactive exercises from the We Card Employee Training Course. Perfect for periodic re-training.



Manager Training

Teaches managers how to effectively equip the store, coach and develop employees and leverage tools and techniques to help employees deny illegal sales to minors.



All courses are built to be LMS-ready and SCORM-compliant. Ask for a test drive on your LMS!

www.wecard.org



2015 Age-Of-Purchase Sticker (5.25" X 4.25")

Simply effective at preventing underage sales!

Displays the most recent year a customer's valid ID can show in order to legally purchase tobacco.

2015 AGE-OF-PURCHASE STICKER

C15	Tobacco for use in most states	50¢ ea.
C25	Tobacco/Alcohol combined (pictured here) for use in most states	50¢ ea.
C35	Tobacco for use in AL, AK, NJ & UT only	50¢ ea.
C45	Tobacco 21 Year for use in NYC, HI Cnty and other localities	50¢ ea.

Order at wecard.org or call 1-800-934-3968



Window/Door Decal (6" x 8.5")

Perfect for your store's front door or window!

Let customers know you're serious. Easy to apply and helps remind employees to ask for ID while sending a strong message to potential underage buyers.

WINDOW/DOOR DECAL

D1	Under 18 – for use in most states	\$1.25 ea.
D2	Under 19 – for use in AL, AK, NJ & UT only	\$1.25 ea.
D6	Under 21 – for use in NY City & HI County	\$1.25 ea.



E-Cigarettes Decals (6" x 8.5")

D7	Under 18 No E-Cigarettes	\$1.25
D8	Under 19 for use in AL, AK, NJ & UT only	\$1.25



Every Time Window Decal (6" x 8.5")

ET	Under 27 EVERYTIME Window Decal	\$1.25 ea.
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Tobacco and Alcohol ID Reminder Decal (6" x 8.5")

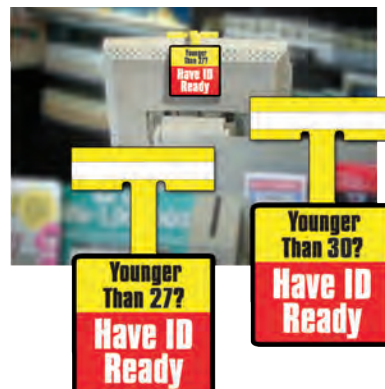
DCH	Under 30	\$1.25
DCH27	Under 27	\$1.25

Cash Register Wobbler

Sticks to the top or back of your cash register and moves with even the slightest vibration to get customers' attention. Communicates your carding age to the customer.

CASH REGISTER WOBLER

W27	Under 27	\$1.75 ea.
CRW	Under 30	\$1.75 ea.



FDA UPDATE

FDA has completed over 320,000 inspections of retailers... checking to make sure you “card” **Under 27** year old customers and deny sales to minors for FDA regulated products.

FDA store inspections involve checking much more, including advertising and promotional restrictions.

BE PREPARED! THE FINES AND PENALTIES ARE SEVERE.

FDA FINES & PENALTIES

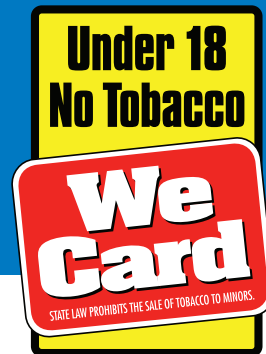
# of Violations	Fine	Fine*
1st	\$250	Warning Letter
2nd in 12 months	\$500	\$250
3rd in 24 months	\$1,000	\$500
4th in 24 months	\$2,000	
5th in 36 months	\$5,000	
6th or more	\$10,000	
Repeated	No Sale Order	

*Reduced fine with FDA “approved” training program.

FAQ

- Q:** How does the payment process work?
What are the methods of payment, and can I set up an account?
- A:** You can purchase *We Card* materials using a credit card (VISA, Mastercard, Discover or American Express) or by check. As a mail-order catalog operation, we are only able to process and ship your order upon payment. Therefore, we cannot ship first and collect payment later. We must receive payment in advance, no C.O.D.
- Q:** Is there any volume discount for ordering *We Card* materials in bulk?
- A:** Yes. For quantities of 500 or more of any *We Card* item, email comments@wecard.org, and ask for a volume discount quote.
- Q:** My state has a requirement to post a state sign at the point-of-sale. Does a *We Card* sign, like a Window/Door Decal or Calendar, qualify as a state sign?
- A:** Separate from the *We Card* program, some states require retailers to post specific signs. In some cases, the requirements dictate the size, shape, fonts, colors of the signs, etc. *We Card* signs cannot be used as a substitute for state law mandated signs. If your state law requires such a sign, you should obtain those signs from your state or local authorities. Use your *We Card* state law summary at www.wecard.org as a helpful guide. Remember, the *We Card* state law summaries are NOT intended to be construed as giving legal advice. If you have questions about your state law, seek the guidance of an attorney.

2015 CATALOG



3 EASY WAYS to ORDER

Order online: www.wecard.org

Call toll-free: **1-800-934-3968**

Mail-in: **The We Card Program, Inc.**
c/o Promotion Fulfillment Center
P.O. Box 5114
Clinton, IA 52736

ORDER EARLY for timely delivery!



WE CARD MATERIALS ORDER FORM

The We Card Program, Inc.
c/o Promotion Fulfillment Center
P.O. Box 5114
Clinton, IA 52736

PROMOTION CODE: DNX20

Order by phone at 1-800-934-3968
Shop online at www.wecard.org

BILLING ADDRESS:

First Name _____ Last Name _____
Business Title _____
Company _____
Address 1 _____
Address 2 _____
City _____ State ____ ZIP _____
Phone: () _____

We Ship UPS Ground
No P.O. Boxes Please!

Thank You for Ordering
We Card Materials.
Most in-stock items are delivered within 2-3 weeks after receipt of order.
Credit cards and payments by check are accepted. COD or corporate accounts are not available.

SHIPPING ADDRESS: *if different than above address*

First Name _____ Last Name _____
Business Title _____
Company _____
Address 1 _____
Address 2 _____
City _____ State ____ ZIP _____
Phone: () _____

PRIVACY STATEMENT: We try to make sure that the personal identifying information you provide us remains private. We will not sell, rent, trade or otherwise disclose the personal identifying information you provide to anyone outside of The We Card Program, Inc., its affiliates, successors and our contractors providing services to us (in the latter case, information is disclosed only for purposes of providing those services) unless we are required by law or have a good faith basis for believing that you are in violation of these policies or federal, state or local laws.

WE CARD KIT PRICING & EMPLOYEE GUIDES					TOTAL
Qty.	Product Code (required)	Name of Item	State (required)	Unit Price	
		We Card's Renewal Kit		\$17.99	
		We Card's Renewal Kit		\$17.99	
		Employee Guides (state specific)		75¢	

30-DAY GUARANTEE!
We want you to be satisfied with your We Card Program Materials.
If for any reason you are not satisfied with your purchase, send it back for a 100% refund of the purchase price, less shipping and handling.

WE CARD CALENDAR AND AGE CHECKER™				TOTAL
Qty.	Product Code	Name of Item	Unit Price	
	A15	Calendar – 18 Year Tobacco	\$12.99	
	A25	Calendar – 18 Year Tobacco & Alcohol	\$12.99	
	A35	Calendar – 19 Year Tobacco (for AL, AK, NJ & UT)	\$12.99	
	A45	Calendar – 21 Year Tobacco & Alcohol for NYC, HI Co.	\$12.99	
	B1	Age Checker™	\$23.00	
PRICING FOR ALL OTHER ITEMS				TOTAL
Qty.	Product Code	Name of Item	Unit Price	
2	TP1	EXAMPLE "Now What?" Poster	1.95	3.90

SHIPPING & HANDLING	
TOTAL PURCHASES	ADD
Up to \$10.00	\$4.95
\$10.01 – \$20.00	\$6.95
\$20.01 – \$30.00	\$7.95
\$30.01 – \$40.00	\$8.95
\$40.01 – \$50.00	\$10.95
\$50.01 – \$75.00	\$11.95
\$75.01 – \$100.00	\$13.95
\$100.01 – \$150.00	\$16.95
\$150.01 or more	\$27.95

For quantities of 500 or more, volume discounts may be available.

SUBTOTAL		TOTAL
	Shipping & Handling	
SUBTOTAL including shipping & handling		
For each additional ship-to-address, add \$4.95		
For Virginia deliveries only, add 6% sales tax to total purchase (including all S&H charges)		
Check or Money Order \$ _____ make checks payable to: We Card		

CREDIT CARD INFORMATION

VISA MasterCard AMEX Discover Expiration Date: -

Credit Card #

Name as it appears on the card (Print Clearly): _____

Signature of Card Holder: _____