

PLIC MANUAL FOR VENDORS

3/23/2021

plic.puritylife.com



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Welcome to PLIC!

PLIC is the Purity Life Information Center. It is meant to give you, the Vendor, ongoing access to and control over your listing specifications. By following this guide, you will learn how to use PLIC as a tool for ensuring the accuracy of your product information.

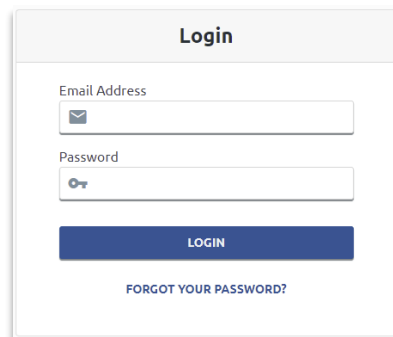
PLIC is used for any new product submissions (including POS) or changes to current product listings (such as specs, dimensions, cost etc.). You must contact Purity Life for approval before entering any new products into the PLIC system.

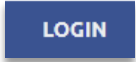
Please note, some of the information you enter in PLIC regarding your company and products will be directly reflected in the Purity Life catalogue. *Please ensure the accuracy of your spelling and phrasing.*

TO SIGN IN:

Enter this PLIC address into your web browser: plic.puritylife.com

1. You will see this login:



- a. Enter the Login and Password provided to you by your Vendor Relations Specialist and  click to enter the PLIC portal.
 - i. If you do not have a Login, or encounter difficulty logging in, please contact your Vendor Relations Specialist.

If you are a broker who deals with multiple lines, Purity Life can arrange to give access to multiple vendors under a single Login. Once you are logged in, you will use the Vendors drop-down menu to toggle between your vendors.

Vendor and Brand Application

The first screen you will come to is the Vendor Application form.

VENDOR APPLICATION:



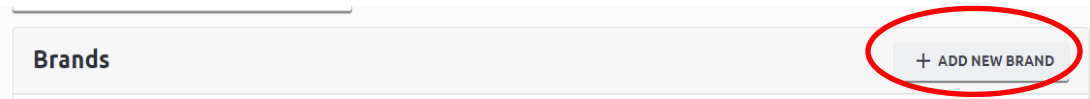
1. **VENDOR**
 - a. Please complete all fields for Company Name, Address and Phone Information,
2. **CONTACTS**
 - a. Company Contact Names, QC Contacts, Purchasing Contact, PLIC Contacts, A/R Contact.
3. **PAYMENT INFORMATION**
 - a. These are the terms agreed upon in the mutual contract. e.g., 2% 15 / Net 60.
 - b. "Cheque Payable To:" All payments from Purity will be made to this name.
 - c. Special Shipping Requirements
 - d. FOB Purity – Yes or No
4. **REVIEW**
 - a. Review all information entered
 - b. Submit the Vendor Information
 - c. Proceed to entering the Brand details

BRAND SET UP:

1. **ADD NEW BRAND:**
 - d. Select Brands from the Vendor Menu option



- e. Select Add New Brand



- 2. BRAND DETAILS:** *This section is used by retailers for their reference, and will be reflected in our catalogue exactly as you complete it. Please exercise attention to the accuracy of your spelling and phrasing. Catalogue Preview is available at the top of the submission page*
- a. Brand Name (EN):
 - i. This field will be reflected in the catalogue.
 - b. Brand Name (FR):
 - i. For your company to be reflected in our French listings, you must provide a company name for the French catalogue.
 - c. Made In Canada
 - i. Check off box if products are Made in Canada
 - d. Select or specify Broker if applicable
 - e. Select Currency
 - i. Enter the Currency as per the Distribution agreement
 - f. Website: http://:
 - i. Enter your company website here e.g., www.example.com
 - g. Toll Free Information Phone number for Retailers:
 - i. This is not a mandatory field but is recommended to enable retailers to contact you directly.
 - h. Description (EN):
 - i. This 2 – 5 sentence paragraph will appear in the Catalogue positioned under your company name and above your listings. This field provides a brief description of your company/product line for retailers.
 - i. Description (FR):
 - i. To be listed in our French catalogue, you must provide a brief French description of your company/product line.
 - j. Unpublished New Listing Deal EN and FR
 - i. This is for deals our reps can use to secure new listings or new store opening and are unpublished deals.
 Eg deals:
 Buy 3, get 1, or
 A Accounts - Buy 3 get 1 free
 B Accounts - 15% off
 C Accounts - 10% off
 mix and match, 1st order only
Or
 A Accounts – 50% off
 B Accounts - 25% off
 C Accounts - 15% off
 mix and match, 1st order only
- 3. UPLOADS**
- a. Main Logo
 - i. High res (min 300dpi) .png file or .eps file

- b. Alternate logos if applicable
- c. Food Administration License
 - i. Required only if you are selling Food products
- d. Third Party Facility Certification
 - i. Required only if you are selling Food products

4. DISTRIBUTION

- a. Contract Distribution
 - i. Please indicate whether your line is distributed by other Distributors (i.e., non-exclusive), and if so, please list other Distributors here.
- b. Allows Amazon Resale
 - i. Please indicate if you would like to prevent Purity from selling to known Amazon Resellers
- c. MAP Pricing
 - i. Please indicate if you have a MAP Policy and please attached the policy document

5. PURCHASING INFORMATION

- a. Minimum Order Qty:
 - i. Enter a minimum dollar amount for each Purity Purchase Order (PO) as per the minimum order amount agreed upon in the Distribution Agreement
- b. Shipping Lead Time:
 - i. Enter the amount of time (in days) that will be required for order shipment to Purity Life, from the time the order is placed.
- c. Product Availability:
 - i. This is the date that product will be available to ship.

6. CONTACTS:

- a. Only contacts that differ from the contacts submitted for the vendor are required.

7. REVIEW

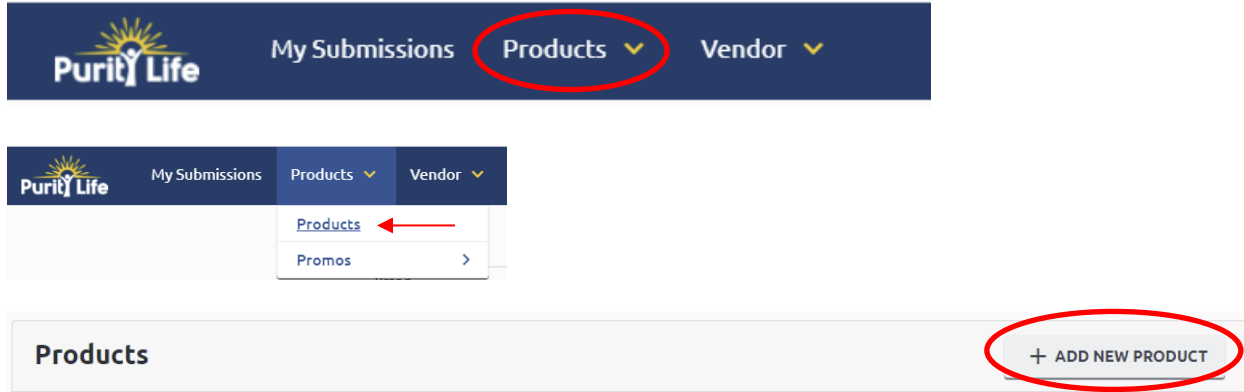
- a. Review all information entered
- b. Submit the Brand Information

After your application has been approved, upon login to PLIC, multiple new tabs with a variety of action options will be listed in the top menu of your screen. You will use these tabs to enter new products for submission, make changes to current products, submit promotions, and even discontinue products from Purity Life's listings.

Submit New Product

By selecting the “[Add New Product](#)” Button you will be able to enter the information necessary to submit new products to Purity Life for listing approval. No products are to be submitted through PLIC unless they have been reviewed by your Vendor Relations Specialist. ***Catalogue Preview is available at the top of the submission page.*** Product Information will automatically save when you move between each section. Saved/Drafts are available in the My Submissions Tab.

ADD NEW PRODUCT:



You will be unable to submit this form unless all required fields are complete.

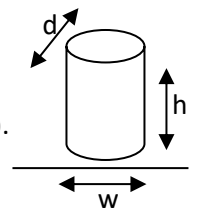
1. GENERAL

- a. Brand
 - i. The Brand name connected to your login will automatically populate.
- b. Is a Display
 - i. Check this box if the item you are entering is a Display
- c. Product Name (English)
 - i. Enter the full name of the product. This is how the product will be listed in our English Catalogue. *Please ensure the accuracy of your entry.*
- d. Product Name (French)
 - i. Enter the full French translation of the product name. This is how the product will be listed in our French catalogue. *Please ensure the accuracy of your entry.* This is a *required field* if 'Bilingual' or 'Minimal French' has been selected.
- e. Supersedes
 - i. If this item is replacing an existing items enter the Purity Life code in this section
- f. Country of Origin:
 - i. Select the country that the product originates from (i.e., where it is manufactured / produced).
- g. Country Product Shipped From:
 - i. Select the country that the product will be directly shipped to Purity Life from.
- h. Tariff Code

- i. This is a product code published by the Canada Border Services Agency that is used to track imports into Canada.
 - ii. *This is a required field* if your product is shipped to Purity Life from outside of Canada.
 - iii. If your product is shipped from within Canada, this field will not be visible.
- i. Product Category
 - i. Choose from the drop-down menu the general product category that you feel is most relevant for your product.
- j. Product Sub Category
 - i. Choose from the drop-down menu the general product category that you feel is most relevant for your product.
- k. Catalogue Category
 - i. This is the sub category under which this SKU will be listed in our catalogue. Use the drop-down menu to choose from your pre-existing categories or type a new category into the “New Catalogue Category” field.

2. PACKAGING

- a. Measurement System
 - i. Select Metric or Imperial
- b. Units Bought/Sold by Purity
 - i. Select Single, Inner or Master depending on how Purity will be selling the item
- c. Units Sold By Retailer
 - i. In most cases this will be Single unit. Please select from Single, Inner or Master
- d. Single Unit:
- e. UPC/EAN Code
 - i. Enter the 12-digit number (including both check digits) that is listed on the barcode of the individual product as the Retailer will be selling it. For example, in the case of bars sold individually by the retailer, enter the barcode that appears on the bar (not the box).
 - ii. This field is set to accept only valid UPCs. If you get a pop up saying that your UPC is invalid, double check the number entered.
 - iii. A valid UPC is required
- f. Single Unit Product Size
 - i. Enter the size of the item. Example: a bottle of Shampoo that is 250ml will be entered as 250 in this field. The ‘ml’ unit of measure will be selected in the next field.
- g. Unit of Measure
 - i. Select from the drop-down list
- h. Unit Width (*w*)
 - i. As per Graphic A, enter the width (*w*) of the product (i.e., package face).
- i. Unit Depth (*d*)
 - i. As per Graphic A, enter the depth (*d*), or length of the product.



Graphic A

- j. Unit Height (*h*)
 - i. As per Graphic A, enter the height (*h*) of the product.
- k. Unit Gross Weight
 - i. Enter the total weight of goods, including the raw product, any packaging, and possibly the vessel transporting the goods
- l. Unit Net Weight
 - i. Enter the raw weight of the product only without any packaging.
- m. Inner Case:
 - i. Fill as above, with respect to the Inner Case.
- n. UPC/EAN Code
- o. Dimensions
 - i. Inner case Width, Depth and Height
- p. Gross Weight
- q. Enter the number of single units per Inner Case.
- r. Master Case:
 - i. Fill as above, with respect to the Master Case.
- s. UPC/EAN Code
 - i. Enter the 12 or 14-digit number (including both check digits) that is listed on the Master Case.
 - ii. This field is set to accept only valid UPCs. If you get a pop up saying that your UPC is invalid, double check the number entered.
 - iii. A valid Master Case UPC is required
- t. Dimensions
 - i. Inner case Width, Depth and Height
- u. Case Gross Weight
- v. Units per Case
 - i. Enter into this field the total number of saleable units per master case.
 - ii. i.e., The quantity with respect to whether the product is Sold by Each or Sold by Inner.
- w. Cases per Tie
 - i. Enter into this field the number of cases that fit on one layer of a standard skid (Tie).
- x. Layers per skid
 - i. Enter into this field the number of layers that fit onto a standard skid (i.e., the skid height).
- y. Product or Packaging Contains
 - i. Select all materials that apply

3. PRICING INFORMATION

- a. Currency is preselected from the Brand Set up stage
- b. Sold By
 - i. Refers to Purity Life Sold by selected in the previous packaging tab

- c. Not for Resale
 - i. Check this box if the item is a \$0 item (eg: empty display or POP material)
- d. PO Price to Purity
 - i. Enter the cost that will be charged to Purity Life for each Sold By 'unit' (as sold by Purity Life) of the product. This will be the cost that is seen on invoices to Purity Life.
 - ii. Example 1: If Purity Life will be selling your product by the bottle, you will enter the cost per bottle.
 - iii. Example 2: If Purity Life will be selling your product by the box / tray (i.e., containing multiple single units) you will enter the cost per box / tray.
- e. Available Ship Date
 - i. Select from the calendar, the date that the product will be available to ship.
- f. Minimum Order by Qty
 - i. If the Sold by is single unit, indicate the qty in a full Master case.
 - ii. If the Sold by is an Inner, indicate the qty of Innern inside a Master

4. REGULATORY INFORMATION

Complete all fields that are applicable to the product you are submitting. The fields will be tailored to the Category selection made on the General tab.

- a. NPN/DIN Number
 - i. If you are submitting a Natural Health Product, please enter the product's 8-digit Natural Product Number (NPN).
 - ii. Enter the Date Issued
 - iii. Specify Importer f Record Name, Phone Number and email
- b. Cosmetic Notification Number
 - i. If you are submitting a product that is subject to Cosmetic Notification (as per Health Canada Regulations), enter the Cosmetic Notification Number here.
 - ii. Attach a copy of the Cosmetic License
- c. Food Item
 - i. If you are submitting a Food Product please enter the Nutritional Facts
 - ii. Upload the Preventative Control Plan (PCP)

5. PRODUCT DETAILS

- a. Is a Tester Available for this item
- b. Vendor Product Code
 - i. Enter the vendor code (i.e., your code) that Purity will use to reference the item when ordering from you.
- c. Product Flags
 - i. Select all flags from the drop down that apply to the item
- d. Description (English)
 - i. Provide a brief description of the product
 - ii. In the case of '**Is a Display**' has been selected on the General Tab – please enter the contents of the display in this field.

- e. Description (French)
 - i. Provide a brief description of the product
 - ii. In the case of **'Is a Display'** has been selected on the General Tab – please enter the contents of the display in this field.
 - iii. Must be in French if entered
- f. Website Description (EN)
 - i. 3-5 Key Product Features. This section is used by retailers to populate their e-commerce pages.
- g. Website Description (FR)
 - i. 3-5 Key Product Features. This section is used by retailers to populate their e-commerce pages.
- h. Ingredients (Required for All Product Categories)
 - i. Enter the complete ingredient listing for the product as appears on packaging.
 - ii. French is also required for Bilingual packaging
- i. Indications (Required for Supplements, Medical Device)
 - i. Enter the indications for the product.
 - ii. This field is for the benefit of Purity Life internally and will be used by all Purity staff including customer service.
- j. Contra-Indications (Required for Supplements, Medical Device)
 - i. Complete this field with any contra-indications that apply to this product.
 - ii. This field is for the benefit of Purity Life internally and will be used by all Purity staff including customer service.
- k. Recommended Dosage (Required For Supplements, Medical Device)
 - i. Enter the recommended dosage of product.
 - ii. This field is for the benefit of Purity Life internally and will be used by all Purity staff including customer service.
- l. Recommended Use – (Required for All Product Categories except Food)
 - i. Enter the recommended use of the product.
 - ii. This field is for the benefit of Purity Life internally and will be used by all Purity staff including customer service.
 - iii. French is also required for Bilingual packaging.
- m. Benefits – (Required for All Product Categories)
 - i. Enter the benefits of the product. (i.e., benefit to consumer – low sugar, convenient, etc.)
 - ii. This field is for the benefit of Purity Life internally and will be used by all Purity staff including customer service.
 - iii. French is also required for Bilingual packaging.
- n. Shelf Life
 - i. Enter the shelf life of the product and select months/years from the drop down.
- o. Product Allergens

- i. Select all Allergens that the product Does Contains or is certified Does Not Contain
- p. Product Certifications
 - i. Select all certifications applicable to the product


6. PRODUCT DETAILS

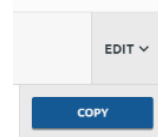
- a. Primary Product Image
 - i. Provide an image that is high res (min 300 dpi) .jpg format
- b. Label Flats
 - i. Full print label flat in .pdf format
- c. Additional Images
 - i. Any additional product shots available

7. REVIEW

- a. Review all information entered
- b. Provide any additional notes to the Purity Team
- c. Submit the Product through for Purity review

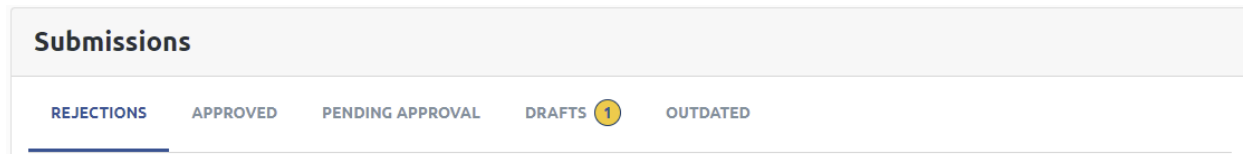
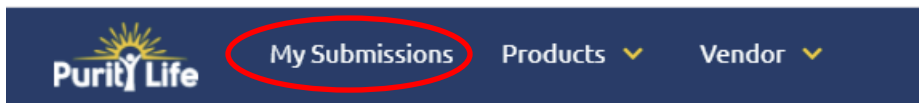
8. LISTING PRODUCTS WITH SIMILAR SPECS

- a. If you have products with similar specs there is a copy option from a previously submitted product.
- b. A similar product can either be located in the Product listings (if it is already an approved product) or in the Pending Approval section in My Submissions
- c. Locate the similar listing and click  VIEW
- d. In the top right corner is the Edit menu
- e. Select Copy and then complete all unique information (product name, UPC, ingredients, images, label flats etc) and then submit



Once the submitted product has completed the Purity Life review / approval process, an automated email will be sent to the email address on file for the confirming the status of the product. In the event your submission is rejected by Purity Life, you will receive an email stating such, and you can access the rejected form to make edits to re-submit in the My Submissions area.

My Submissions




Available in My Submission Section

This will contain the status of all submissions including Products and Promotions

- Rejections – Submissions rejected back by Purity for further review or changes
- Approved – Submissions that have completed the approval process
- Pending Approval – Submissions (product or promotions) awaiting approval
- Drafts – Submissions not yet submitted
- Outdated – Drafts or product/promo updates that have a more recent update completed


Rejected Products/Promotions

By selecting the “Rejected Products” tab on the Submissions menu, you will see a list of submitted products/promos that have been denied in the Purity Life approval process.

If you have received a notification that a form you submitted has been rejected, you can access the form here. Choose  **EDIT** to access each item that is in this list, make required changes and updates, and then re-submit.

Approved Products

By selecting the “Approved Products” tab on the Submissions menu, you will see a list of submitted products that have completed the Purity Life approval process. This is not necessarily a complete list of all items in the Purity Life system, but merely a list of items that have gone through the PLIC approval process.

You can  **VIEW** items that are in this list, but you can not make changes.

Pending Approval


By selecting “Pending Approval” tab on the Submissions menu, you will see a list of items that are in the approval process.

While items are in the approval process with Purity Life, you will not be able to edit them. Should you need to make a change prior to approval, you must contact your Purity Life Vendor Relations Specialist.


Saved/Drafts - Products/Promotions

Selecting the “Drafts” tab on the Submissions menu, this will bring you to a list of all products that have been saved without final submission.

To EDIT a Saved/Draft Product

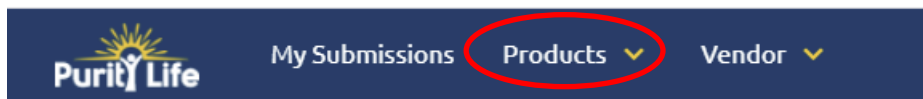
Select the  **EDIT** button to the right of the Product listing to open that item in the submission screen and make necessary changes. From there, you can complete the submission process.


To DELETE a Saved/Draft Product


You can select  **DELETE** to permanently delete any items from your list of Drafts.

Update Product

Select the “**Products**” tab on the top of main screen to make updates and changes to details of previously listed products. Examples of criteria that may require updates and changes include pricing, dimensions, and ingredient lists.



PLEASE NOTE: If the **UPC** of a product is changing, the item must be entered as a new product using the  button. The data can also be copied from the existing listing to create the new listing as per the instructions in step 8 above).

You can search the item you wish to update by using any of the following in the search box: Product Name, Purity Stock #, or Vendor Stock #, or UPC Code search fields. Select ‘All Statuses’ from the Status drop down to search all of your products on record. The status of the product (i.e., Active, Superseded or Delisted) appears in the status column of the table. Once you see the product you are looking for under the Search Results table, click  to make changes.

1. PRICE CHANGES

- a. PO Price to Purity
 - i. Enter the cost that will be charged to Purity Life for each Sold By ‘unit’ (as sold by Purity Life) of the product. This will be the cost that is seen on invoices to Purity Life.
- b. Price Change Reason
 - i. Please indicate the reason for the price change
- c. Price Change Date
 - i. Enter the date on which the price change becomes effective in MM/DD/YY format. Remember, Purity Life requires 90 days notice for any price increase.


2. Any Other Changes

NOTE: If you are not making price changes, please leave the Pricing Information area blank.

- a. Make any other changes in other areas as necessary

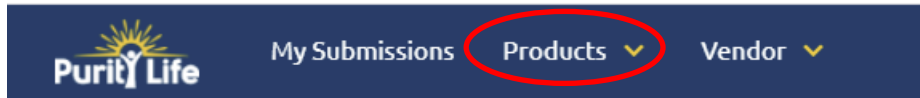
3. Review all changes on the review tab and click




- This submits your changes to Purity Life. No further edits / changes can be made once you have selected submit.
- Choose  to undo any changes you have made on this form. This will return you to the main Product listing page.

Delist Product

Select the “Products” tab on the top of main screen to delist products.



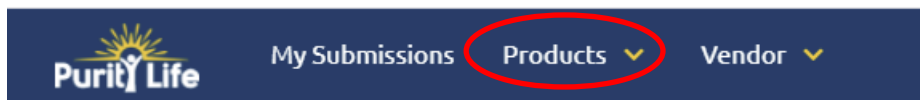
You can search the item you wish to delist by using any of the following in the search box: Product Name, Purity Stock #, or Vendor Stock #, or UPC Code search fields. Select ‘All Statures’ from the Status drop down to search all of your products on record. The status of the product (i.e., Active, Superseded or Delisted) appears in the status column of the table.

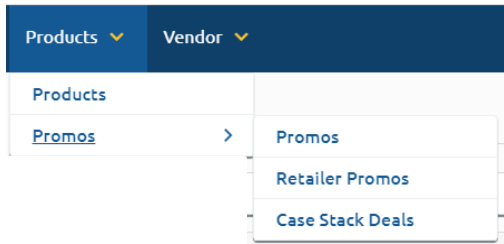
- Once you see the product you are looking for under the Search Results table, click  to make changes.
- In the top right corner is the Edit menu
- Select Delist
- Complete all required information explaining the reason for the delist and then submit.



To Submit Promotions

Promotions are entered by selecting the Products option in the main menu and then selecting Promos



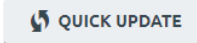



MONTHLY PROMOTIONS:

1. ENTERING MONTHLY PROMOTIONS

- a. Select "+ New Promo".



- b. Select Brand Name if required.
- c. Select the desired promotion period (Promo Period) from the drop-down menu.
- d. Select appropriate "Discount Type" (Percentage or Dollar)
- e. Quick Update Option can be used to enter Line Drives or Discount that apply to Entire

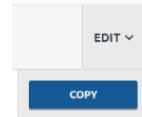
categories 

- i. Select applicable Category or 'Apply to all'
 - ii. Enter discount % or \$ (depending on previously selected discount type)
 - iii. Click Apply
- f. Discounts can also be entered to specific SKUs by entering a discount in the Brand Discount Column.
 - i. A search field is available to locate specific sku's
 - g. The final published Wholesale will be visible in the Final Price Column
 - h. MCB dates automatically fill in as the 1st – 31st of the month based on the promo period selected.
 - i. Once you are satisfied with your entry, select 



NOTE: Each promotion period requires a separate submission. Please use the copy feature if your promotion spans multiple periods.

2. COPY A PROMOTION

- Select the “Promo” tab from the main menu as shown above.
- Locate the desired promotion, click  VIEW .
- In the top right corner is the Edit menu, select Copy
- Select the new Promo Period from the drop down.
- Enter the information required as appropriate for the new promotion.
- Once you are satisfied with your entry, select 

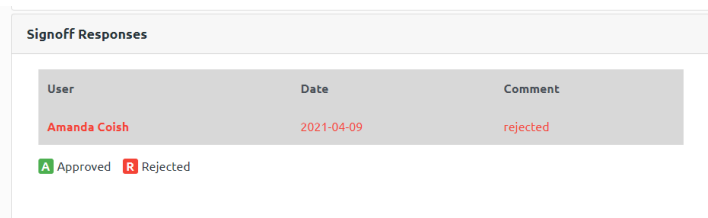



3. EDIT EXISTING PROMOTION

- Select the “Promo” tab from the main menu as shown above.
- Locate the desired promotion, click  EDIT .
- Enter the information required as appropriate for the promotion edits.
- Once you are satisfied with your entry, select 

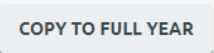

4. EDIT REJECTED PROMOTION

- Promotions may be rejected should there be any discrepancies, incomplete information, or questions, etc.
- A note will appear at the bottom specifying the reason for the rejection.

A screenshot of a table titled 'Signoff Responses'. The table has three columns: User, Date, and Comment. One row shows 'Amanda Coish' as the user, '2021-04-09' as the date, and 'rejected' as the comment. Below the table, there are two buttons: 'A Approved' and 'R Rejected'.

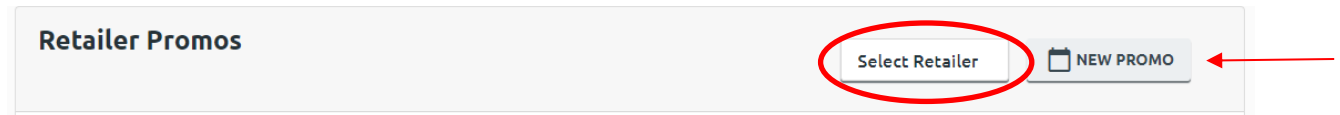
- Make any required edits.
- Once you are satisfied with your entry, select 

5. CASE STACK/VOLUME DEALS:

- Enter Volume / Case Stack Deals By Month
-  button can be used to apply the same discount to all periods
- Click  at either the top or the bottom of the page

Retailer Promos

This section is applicable for promotion specific to WholeFoods or Nature's Far only



1. VIEW EXISTING PROMOTION:

- a. Select Retailer from the drop down menu

Retailer
All Retailers

- b. Select Brand from the Menu

Brand
All Brands

2. ENTER NEW PROMOTION

- a. Select retailer from the menu and select New Promo
- b. Select Promo Period and enter discount details as required
- c. Once complete select Submit at the bottom of the page

For any questions regarding entering Nature's Fare promotions, please contact Brian King, Sales Representative for Nature's Fare at brian@puritylife.com.

For any questions regarding entering Whole Foods promotions, please contact Michael Chapman, Key Account Manager for Whole Foods at mchapman@puritylife.com.