

MICHELIN LOGO BRAND SHOP
***MERCHANDISE
GUIDE***



us.logobrandshop.com





WHAT IS THE LOGO BRAND SHOP?

Offering assorted quality products for Michelin's family of brands, the Logo Brand Shop is a one-stop shop for Michelin employees. Included in the assortment are select items that can be personalized with your logo or dealer contact information. The Logo Brand Shop is the approved supplier of Michelin branded merchandise and is managed by Staples Promotional Products.

Why choose the Logo Brand Shop?

- Michelin branding – Items are carefully selected to ensure they meet the Michelin brand guidelines.
- Logo integrity – Our digital asset management tool safeguards logos, images and graphics.
- Vendor compliance – Through rigorous contractual and auditing requirements placed on the suppliers, we ensure the products you purchase are safe.
- Merchandise testing – Our USA-based import group works with dedicated agents to identify the proper safety tests and coordinate independent third-party testing.
- Support for Michelin initiatives – Our merchandise is sourced with consideration to the environment and supports your core value commitment to sustainability.

IDEAS & INSPIRATION

Enjoy the endless possibilities of branded merchandise.

New employee kits

New hires will hit the ground running with essentials like pens, padfolios, shirts and jackets.



Showroom essentials

Make your showroom more inviting with snacks, games, and drinkware for customers to use while they wait.

Uniforms

Whether customers are buying their first set of tires or their tenth, you can show appreciation for their purchase or loyalty.



Employee Incentives

Hold a contest, recognize top performers and motivate your staff with any variety of items.

Event Items

Attendees of Michelin sponsored events will be reminded of your brand long after the event is over.



DEALER IMPRINT

Keep your dealership top of mind by adding your logo or dealer contact information to a product.

Add your Dealer Imprint in one of two ways:

- Choose items from www.logobrandshop.com that allow for personalization.
- Customize products based on your specific needs or event.

All personalized merchandise must include “Distributed by” in the artwork or text.

How to shop for items available with Dealer Imprint

Products that can be ordered with your dealer imprint are in the Dealer Imprint departments for each brand. A special display box will appear for applicable items when you click on a thumbnail image. Dealer imprint items incur an additional charge and typically have longer production lead times and minimum order quantities, which is all noted in the special Personalization display box.

Custom order/personalization

- Personalized items require a minimum order quantity (usually 12 pieces or more)
- There is a limited number of lines and characters per line. All information is in straight-line text, not logos. Each product has a pre-selected letter style such as Block lettering, Helvetica, etc. The exact same information is added to each piece.
- The location where the personalization/monogramming information will be added is pre-determined by the manufacturer and/or Michelin and can change depending on the item. This location is usually specified in the product copy description.
- Per Michelin brand guidelines, all personalized merchandise must include “Distributed by” in the artwork or text.
- An additional charge is incurred for personalized items.

Lead times

- Personalized items have longer production times than non-personalized, in-stock items.
- Lead times are displayed for each product and include the number of working days required before shipping. Shipping time is additional and depends on the shipping method selected. Be sure to anticipate these times when ordering personalized items for an event.

Decoration locations and methods

Several decoration locations and decoration methods are available on our in-stock products. See examples of some locations at right.



How to set up your account

1. Go to us.logobrandshop.com.
2. Click on “Account” to be prompted with the New Customer Signup page.
3. Enter a Username, Password and an Address.

Payment

- Credit card.

Instructions in the box to place your order

1. Use the standard quantity boxes to indicate the quantity of each item you wish to order. Apparel items may be ordered in a variety of sizes to meet the minimum quantity.
2. To order an item available with personalization, check the box.
3. Note the lead times, quantity minimums, pricing, and other applicable information.
4. Enter the information to be personalized on your product (e.g., Dealer Name).
5. Double-check your entry for accuracy of spelling, phone numbers, etc.
6. Click on the Add to Cart button.
7. Continue shopping or proceed to Checkout.

SPECIAL ORDER

The possibilities are endless

We provide custom, special order ideation that adheres to Michelin's Brand Standards. Please reach out to jackie.abel@staples.com or 702.467.7144 to specify the type of product, quantity, date and budget you need. We will work directly with you on custom options and provide samples, proofs and BDF pre-approval letters to ensure you receive the quality product you're looking for.



Custom zipper pulls



Decoration locations for embroidery, screenprint, or heat transfer

- Chest
- Bicep
- Back under collar



Custom embossed patch



GETTING REIMBURSED WITH BRAND DEVELOPMENT FUNDS (BDF)

What is covered by Michelin BDF Funds?

All Michelin Brands logoed merchandise you purchase through Staples is reimbursed at 100% by Michelin.

Are tax and shipping covered?

Yes, both are reimbursed.

How to submit Pre-Approvals

Send your proof, Dealer # and Dealer Name to reapprovals@michelindealerconnect.com. You can expect a response in 1-2 business days.

Sample Pre-approval request:

“Good Morning – Attached are proofs for lanyards that I need approval on. This is for dealer: 1380638 McCoy Tires and they will be using BDF funds for this order. Please let me know if this is approved and I can proceed with production. Thanks!”

How to request BDF Updates/Approvals

Contact the Michelin Dealer Connect support team at 888.768.5832 or send documentation to claims@michelindealerconnect.com. Send general questions to support@michelindealerconnect.com.

If you receive a “Denied BDF” response

Sometimes Michelin Dealer Connect needs more information to audit a claim and will send a letter showing an incomplete status. It is not a denial. Below is an example:

Subject: BDF Claim Notification

Process #: 942561690

The BDF claim that you submitted for reimbursement on 01/29/19 was processed on 02/01/19.

Line Item # 1 - INCOMPLETE

You are being reimbursed \$0.00 at this time for the following reasons:

Logo Merchandise/Wearables: Staples (Invoice # 16989633)

Amount Submitted: \$826.99

- **Please supply description of items purchased from Staples to indicate which brand is featured.**
- **Please include process # when submitting documentation.**

All claims require a Proof of Payment (invoice) and Proof of Performance (an image, proof, example, etc.). In this example Staples was missing the Proof of Performance.

Dealer Exact Re-orders

Beginning February 1st of each calendar year, all reorders will require a new pre-approval to be processed.

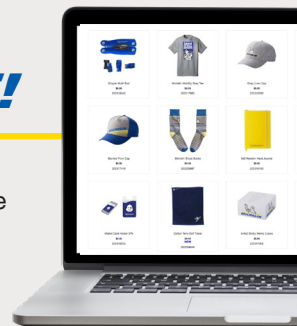
Dealer requesting co-op balance

Dealer Connect – Dealers can see their balances and details of all claims/payments. They can also call or email support@michelindealerconnect.com or 888.768.5832.

For further information, please [click here](#).

SAVE EVEN MORE!

Opt in to our email list to stay current on discounts, special offers and new product arrivals. Simply provide your email address to receive Logo Brand Shop communications.





QUICK RESOURCES

Customer Service

888.438.5186

michelin@cs.staples.com

Monday – Friday 7 a.m. -5 p.m. CST

Online Estore

us.logobrandshop.com

You can also find us in these locations:

Michelin Stores

HNA Trademark – Store 80 Michelin
North America
1 Parkway South
Greenville, SC 29615 864.458.6170

MSTC Store – Store 81
Michelin Sales Training Center
505 Michelin Road Greenville,
SC 29605 864.422.3032

Custom Orders

Dealer & Plant

Custom Requests

Jackie Abel

Jackie.Abel@Staples.com

702-467-7144

For questions about on-site stores, contact Laura Turner at:
laura.turner@staples.com

For general Michelin account inquiries or concerns, please contact:
Daren Patterson Daren.Patterson@Staples.com