

# 2019 CATALOG



## FDA STORE INSPECTIONS

- NEARLY ONE MILLION INSPECTIONS TOTAL
- OVER 10,000 PER MONTH
- OVER 300 PER DAY

### COMPLY WITH FDA REQUIREMENTS!

FDA FINES & PENALTIES	
# of Violations	Fine
1st	Warning Letter
2nd in 12 months	\$279
3rd in 24 months	\$559
4th in 24 months	\$2,236
5th in 36 months	\$5,591
6th or more	\$11,182
Repeated	No Sale Order

SEE SUMMARY INSIDE!

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A necessity for the retail counter!

AGE-OF-PURCHASE CALENDAR

ORDER 2019 ITEMS NOW

# 2019 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.”*



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.

## 2019 WE CARD RENEWAL KIT

<b>M19</b>	18 yr Tobacco — for use in most states	<b>\$18.99 ea.</b>
<b>M29</b>	18 yr Tobacco/21 yr Alcohol — (pictured here) for use in most states	<b>\$18.99 ea.</b>
<b>M39</b>	19 yr Tobacco — AL, AK & UT	<b>\$18.99 ea.</b>
<b>M49</b>	21 yr All Restricted Products — HI, ME, NJ, OR, other localities	<b>\$18.99 ea.</b>
<b>M89</b>	21 yr All Restricted Products — California Only	<b>\$18.99 ea.</b>

*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!

# 2019 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**  
**\$13.99**  
PLUS S&H

## 2019 AGE-OF-PURCHASE CALENDAR

<b>A19</b>	18 yr Tobacco – for use in most states	\$13.99 ea.
<b>A29</b>	18 yr Tobacco/21 yr Alcohol – (pictured here) for use in most states	\$13.99 ea.
<b>A39</b>	19 yr Tobacco – AL, AK & UT	\$13.99 ea.
<b>A49</b>	21 yr All Restricted Products – for use in CA, HI, ME, NJ, OR, other localities	\$13.99 ea.



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 and e-vapor 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](http://wecard.org) or call 1-800-934-3968

# 2019 E-Vapor Kit

A necessity to prevent E-Vapor sales to minors!

## New to We Card?

Equip your store with the tools you need, today. As a national non-profit organization focused on ensuring that age-restricted product retailers are fully educated, trained and prepared to reject underage sales, We Card is here to help.



M59 Shown Here

### Kit includes:

- **Two Age-of-Purchase Stickers** – displays the last birth year a customer’s ID must show in order to legally buy. If the customer was born after the current day of the year shown on the sticker, no e-vapor 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.

### 2019 WE CARD E-VAPOR KIT

<b>M59</b>	E-Vapor Kit 18yr – for use in most states	\$6.99 ea.
<b>M69</b>	E-Vapor Kit 19yr – AL, AK & UT	\$6.99 ea.
<b>M79</b>	E-Vapor Kit 21yr – HI, ME, NJ, OR, other localities	\$6.99 ea.
<b>M99</b>	E-Vapor Kit 21yr – California Only	\$6.99 ea.

### 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 WOBBLER

<b>W27</b>	Under 27	\$1.75 ea.
<b>CRW</b>	Under 30	\$1.75 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 Regulated Products, FDA Fines and Penalties

*\*Based upon FDA Guidance for Tobacco Retailer Training Programs*

Includes e-Vapor laws

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!

**Train now at [www.wecard.org](http://www.wecard.org)**

C29 Shown Here



## 2019 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 must show in order to legally purchase.

### 2019 AGE-OF-PURCHASE STICKER TOBACCO

C19	18 yr Tobacco – for use in most states	50¢ ea.
C29	18 yr Tobacco/21 yr Alcohol – (pictured here) for use in most states	50¢ ea.
C39	19 yr Tobacco – AL, AK & UT	50¢ ea.
C49	21 yr Tobacco – HI, ME, NJ, OR, other localities	50¢ ea.
C89	21 yr Tobacco – California only	50¢ ea.

### 2019 AGE-OF-PURCHASE STICKER E-VAPOR

C59	18yr E-Vapor – for use in most states	50¢ ea.
C69	19yr E-Vapor – AL, AK & UT	50¢ ea.
C79	21yr E-Vapor – HI, ME, NJ, OR, other localities	50¢ ea.
C99	21yr E-Vapor – California only	50¢ ea.



C59 Shown Here

Order at [wecard.org](http://wecard.org) or call 1-800-934-3968



# Signage

## Window/Door Decals (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.

### TOBACCO DECALS

D1	Under 18 – for use in most states	\$1.25 ea.
D2	Under 19 – AL, AK & UT	\$1.25 ea.
D6	Under 21 – CA, HI, ME, NJ, NYC, OR, other localities	\$1.25 ea.

### EVERY TIME DECAL

ET	Under 27 EVERYTIME Window Decal	\$1.25 ea.
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### TOBACCO AND ALCOHOL DECALS

DCH	Under 30 – 18 Tobacco/21 Alcohol	\$1.25 ea.
DCH27	Under 27 – 18 Tobacco/21 Alcohol	\$1.25 ea.
DCH21	Under 30 – 21 Tobacco/21 Alcohol	\$1.25 ea.

## Prevent E-Vapor Sales to Minors!

### E-VAPOR DECALS

D10	Under 18 No E-Vapor – for use in most states	\$1.25 ea.
D11	Under 19 – AL, AK & UT	\$1.25 ea.
D12	Under 21 – CA, HI, ME, NJ, NYC, OR, other localities	\$1.25 ea.

## Inform Adult Customers

### DON'T BUY FOR MINORS

SS1	Don't BUY Tobacco for Minors	\$1.25 ea.
SS2	Don't BUY for Minors – 18 Tobacco/21 Alcohol	\$1.25 ea.
SS3	Don't BUY E-Vapor for Minors	\$1.25 ea.

# FDA UPDATE

FDA has completed nearly 950,000 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
1st	Warning Letter
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3rd in 24 months	\$559
4th in 24 months	\$2,236
5th in 36 months	\$5,591
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Repeated	No Sale Order

Chart as of July 2018

## 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](mailto: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](http://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.



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## 3 EASY WAYS to ORDER

Order online: **[www.wecard.org](http://www.wecard.org)**

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

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

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