

2022 CATALOG

IF THEY'RE UNDER 21
Don't buy tobacco or
vape products for them.



**ORDER
2022
ITEMS NOW**



AGE-OF-PURCHASE CALENDAR

A necessity for the retail counter.
Alerts customers and employees of the most recent
date of birth a customer's valid ID can show.



FDA CHECKS

FDA inspections expected to ramp back up



NEW MANAGER TRAINING COURSE


A shorter impactful course with interactivity,
videos and downloads for managers.




TAKE THE PLEDGE

Focus on identifying and denying adult for-underage
purchases to prevent underage access.

ENGAGE & SHARE

 @wecardtraining

 @wecardtraining

 company/we-card

2022 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 \$18.99 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 AGE RESTRICTED PRODUCTS 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.

2022 WE CARD RENEWAL KIT

M42	21 yr Tobacco and Vapor	\$18.99 ea.
M2122	21 yr Tobacco, Vapor and Alcohol	\$18.99 ea.
M82	21 yr Tobacco and Vapor — California Only	\$18.99 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!

2022 Age-Of-Purchase Calendar

**ONLY
\$13.99
PLUS S&H**

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 AGE RESTRICTED PRODUCTS.

2022 AGE-OF-PURCHASE CALENDAR

A42 21 yr All Restricted Products

\$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 or call 1-800-934-3968



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.



You'll learn how to:

Ask for ID & identify minors



Spot Fake IDs



Practice Age Calculation



Plus Interactive Games and more!



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

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 the carding age requirement to your customers.

CASH REGISTER WOBBLER

CRW Under 30 \$1.75 ea.



ORDER EARLY for timely delivery!

Take the Pledge

✓ Preventing Illegal Sales to Underage Customers

Continuing to identify and deny underage youth attempts to purchase tobacco and vaping products as required by FDA regulations, federal, state or local laws. As the laws or rules change, we will remain vigilant to follow those requirements.



✓ Denying Adult-for-Underage Person Purchases

Youth gain access to tobacco and vapor products from adults who legally purchase these products.

There is no federal law or FDA restriction on this type of sale, but it is illegal in many states.

We are committed to preventing adult-for-underage person purchases—if our store has a reasonable suspicion that an adult customer will be providing the age-restricted product to an underage person.

wecard.org/thepledge



C2221 Shown Here

2022 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.

2022 AGE-OF-PURCHASE STICKER

C42	21 yr Tobacco and Vapor	50¢ ea.
C2221	21 yr Tobacco/Vapor & Alcohol	50¢ ea.
C72	21 yr Vapor	50¢ ea.

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

Signage

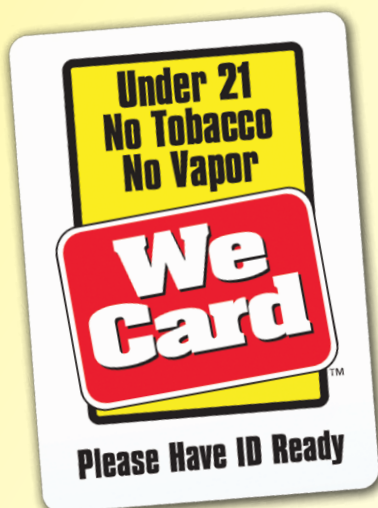
Window/Door Decals (6" x 8.5")

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 DECAL

D6 Under 21 \$1.25 ea.



Under 30?

TOBACCO AND ALCOHOL DECAL

DCH21 Under 30 – 21 Tobacco/21 Alcohol \$1.25 ea.

Prevent E-Vapor Sales to Minors!

E-VAPOR DECAL

D12 Under 21 \$1.25 ea.



Alert Customers (3" x 4")

WE SCAN IDS

SCAN30 Under 30? version 50¢ ea.
SCANALL All Customers version 50¢ ea.



SS5

SS4

SS3

SS1

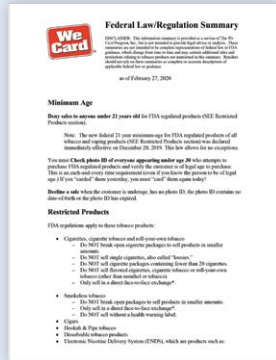
Inform Adult Customers

DON'T BUY FOR MINORS

SS1 Don't BUY Tobacco for Minors \$1.25 ea.
SS3 Don't BUY E-Vapor for Minors \$1.25 ea.
SS4 Don't Buy Tobacco or Vapor for People Under Legal Age \$1.25 ea.
SS5 We Take Underage Access Seriously \$1.25 ea.

We Card Resources

Check out the Resource Center



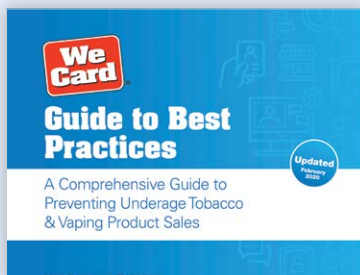
Federal Law and FDA Regulations Summary

A condensed set of descriptive bullets outlining what's required of retailers.



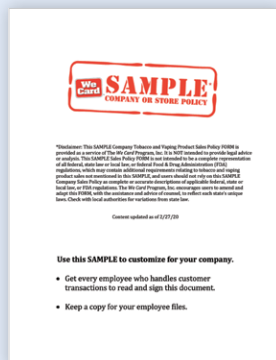
State Law Summaries

Find out about the laws in your state - including fines and penalties.



We Card's Guide to Best Practices

An interactive PDF highlighting We Card's Best Practices and solutions to implementing them for your company. To obtain the Guide, please complete our survey first.



We Card's Template for a Company Tobacco & Vaping Product Sales Policy

Customize this Word document template to create a written company policy, have your employees read & sign the Acknowledgement. Keep a copy in their employee file.

Find these resources and much more.

www.wecard.org



Age Verification Tools

Tools Powered by We Card

Visit age-verification.wecard.org for more info.



Smartphone app—scan driver's licenses

Scans 2D barcodes on driver's licenses, results for tobacco, e-cigarettes and alcohol. The app updates as minimum-age laws change.



Use with a Smartphone, Tablet or iPad.

Multiple tools to calculate customer's ages and identify under 21 year old customers in order to deny age-restricted sales.



365 page-a-day Calendar

We Card's long standing tool for cashiers. Now commonly used alongside ID scanning tools to help check IDs that won't scan & inform customers about the store's carding policy.



ID Scanning Technology

ID Scanners (handheld or with a stand) work with your POS to scan ID barcodes. They help reduce employee "carding" errors. An evolving technology with varying features based upon different POS systems.

Ready to start ID scanning?

Find a scanner for your POS system and explore our shopping tool. **Find scanner options at** age-verification.wecard.org



2021 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: DNX18

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: () _____

SHIPPING ADDRESS: *if different than above address*

First Name _____ Last Name _____

Company _____

Address 1 _____

Address 2 _____

City _____ State _____ ZIP _____

Phone: () _____

We Ship Fedex Ground and USPS.
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.**

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

Qty.	Product Code (required)	Name of Item	State (required)	Unit Price	TOTAL
		We Card's Renewal Kit		\$18.99	
		We Card's E-Vapor Kit		\$6.99	
		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™

Qty.	Product Code	Name of Item	Unit Price	
	A42	Calendar 21 yr All Restricted Products	\$13.99	
PRICING FOR ALL OTHER ITEMS				
Qty.	Product Code	Name of Item	Unit Price	
2	TP1	EXAMPLE "Now What?" Poster	1.95	3.90

We Ship Fedex Ground and USPS.
No P.O. Boxes Please!

SHIPPING & HANDLING

TOTAL PURCHASES	ADD
Up to \$10.00	\$5.95
\$10.01 – \$20.00	\$7.95
\$20.01 – \$30.00	\$8.95
\$30.01 – \$40.00	\$9.95
\$40.01 – \$50.00	\$11.95
\$50.01 – \$75.00	\$12.95
\$75.01 – \$100.00	\$14.95
\$100.01 – \$150.00	\$17.95
\$150.01 or more	\$29.95

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

SUBTOTAL

Shipping & Handling	
SUBTOTAL including shipping & handling	
For each additional ship-to-address, add \$5.95	
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	TOTAL

CREDIT CARD INFORMATION

☐ VISA ☐ MasterCard ☐ AMEX ☐ Discover Expiration Date: -

Credit Card #

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

Signature of Card Holder: _____