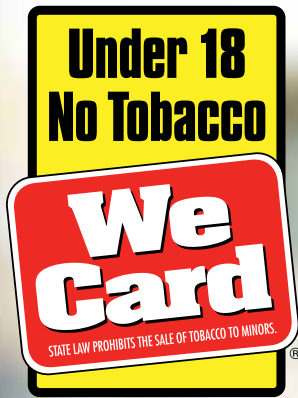


# 2017 CATALOG



## UPDATE

as of Aug. 8, 2016

**FDA Regulates MORE products, such as:**

- e-Cigarettes
- Vaping products and most components & parts
- Cigars
- Pipe tobacco
- Hookah tobacco
- Gels & Dissolvables



Preventing illegal sales to minors is easier with *We Card*.

**ORDER 2017 ITEMS NOW**

**AGE-OF-PURCHASE CALENDAR**

A necessity for the retail counter!

# 2017 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.

## 2017 WE CARD RENEWAL KIT

<b>M17</b>	18 yr Tobacco for use in most states	<b>\$17.99 ea.</b>
<b>M27</b>	18 yr Tobacco/21 yr Alcohol (pictured here) for use in most states	<b>\$17.99 ea.</b>
<b>M37</b>	19 yr Tobacco for use in AL, AK, NJ & UT	<b>\$17.99 ea.</b>
<b>M47</b>	21 yr All Restricted Products for use in CA, HI, NYC, other localities	<b>\$17.99 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!**



# 2017 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**

## 2017 AGE-OF-PURCHASE CALENDAR

<b>A17</b>	18 yr Tobacco for use in most states	\$12.99 ea.
<b>A27</b>	18 yr Tobacco/21 yr Alcohol (pictured here) for use in most states	\$12.99 ea.
<b>A37</b>	19 yr Tobacco for use in AL, AK, NJ & UT	\$12.99 ea.
<b>A47</b>	21 yr All Restricted Products for use in CA, HI, NYC, other localities	\$12.99 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!



Calendar A27 Shown Here

## Employee Guide (with state law summary)

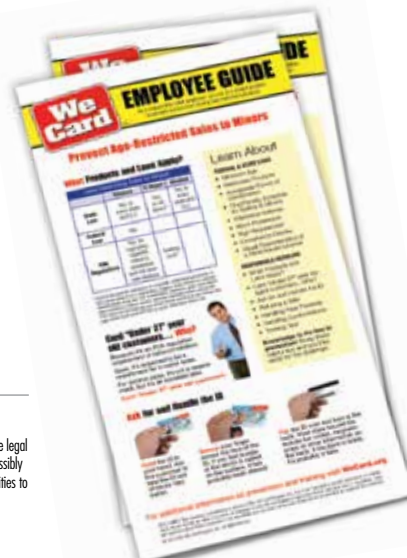
A must-read for new employees!

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

<b>L1</b>	Employee Guide	<b>75¢ ea.</b>
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\*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

# 2017 E-Vapor Kit

An 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.



M57 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.

## 2017 WE CARD E-VAPOR KIT

M57	E-Vapor Kit - 18yr for use in most states	\$6.99 ea.
M67	E-Vapor Kit - 19yr for use in AL, AK, NJ & UT	\$6.99 ea.
M77	E-Vapor Kit - 21yr for use in CA, HI, NYC, other localities	\$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

W27	Under 27	\$1.75 ea.
CRW	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

Includes e-Vapor laws

### 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

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](http://www.wecard.org)

C27 Shown Here



C57 Shown Here

## 2017 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.

### 2017 AGE-OF-PURCHASE STICKER TOBACCO

C17	18 yr Tobacco for use in most states	50¢ ea.
C27	18 yr Tobacco/21 yr Alcohol (pictured here) for use in most states	50¢ ea.
C37	19 yr Tobacco for use in AL, AK, NJ & UT	50¢ ea.
C47	21 yr Tobacco for use in HI, NYC, other localities	50¢ ea.
C87	21 yr Tobacco for use in California only	50¢ ea.

### 2017 AGE-OF-PURCHASE STICKER E-VAPOR

C57	18yr E-Vapor for use in most states	50¢ ea.
C67	19yr E-Vapor for use in AL, AK, NJ & UT	50¢ ea.
C77	21yr E-Vapor for use in CA, HI, NYC, other localities	50¢ ea.

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 – for use in AL, AK, NJ & UT	\$1.25 ea.
D6	Under 21 – for use in CA, HI, NYC, 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-CIGARETTES DECALS

D7	Under 18 No E-Cigarettes – for use in most states	\$1.25 ea.
D8	Under 19 for use in AL, AK, NJ & UT	\$1.25 ea.
D9	Under 21 for use in CA, HI, NYC, other localities	\$1.25 ea.

### E-VAPOR DECALS

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

# FDA UPDATE

FDA has completed nearly 650,000 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	\$1,100	\$500
4th in 24 months	\$2,000	
5th in 36 months	\$5,000	
6th or more	\$11,000	
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](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.

# 2017 CATALOG



## 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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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, LA 52736

PROMOTION CODE: DNX21

Order by phone at 1-800-934-3968  
Shop online at [www.wecard.org](http://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 \_\_\_\_\_  
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 E-Vapor Kit	NA	\$6.99	
		Employee Guides (state specific)		75¢	

WE CARD CALENDAR AND AGE CHECKER™				TOTAL
Qty.	Product Code	Name of Item	Unit Price	
	A17	Calendar – 18 Year Tobacco	\$12.99	
	A27	Calendar – 18 Year Tobacco & Alcohol	\$12.99	
	A37	Calendar – 19 Year Tobacco (for AL, AK, NJ & UT)	\$12.99	
	A47	Calendar – 21 Year Tobacco & Alcohol for for CA, HI NYC	\$12.99	

PRICING FOR ALL OTHER ITEMS				TOTAL
Qty.	Product Code	Name of Item	Unit Price	
2	TP1	EXAMPLE "Now What?" Poster	1.95	3.90

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	
<input type="checkbox"/> VISA <input type="checkbox"/> MasterCard <input type="checkbox"/> AMEX <input type="checkbox"/> Discover	Expiration Date: <input type="text"/> - <input type="text"/>
Credit Card # <input type="text"/>	
Name as it appears on the card (Print Clearly):	
Signature of Card Holder:	

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

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.