



2023 CATALOG

FDA STORE INSPECTIONS

- 1.2 Million Inspections
- Thousands Per Month

Comply with FDA Requirements!

FDA Fines and Penalties

# of Violations	Fine
1st	Warning Letter
2 within 12 months	\$320
3 within 24 months	\$638
4 within 24 months	\$2,559
5 within 36 months	\$6,397
6 within 48 months	\$12,794
5 or more within 36 months	No Sale Order

Chart as of 03-17-22

SEE SUMMARY INSIDE!



A necessity for the retail counter!
AGE-OF-PURCHASE CALENDAR

**ORDER
2023
ITEMS NOW**

2023 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 \$19.99 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 underage sales.
- **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 for underage purchases.

2023 WE CARD RENEWAL KIT

M43	21 yr Tobacco and Vapor	\$19.99 ea.
M2123	21 yr Tobacco, Vapor and Alcohol	\$19.99 ea.
M83	21 yr Tobacco and Vapor — California Only	\$19.99 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!

2023 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 AGE RESTRICTED PRODUCTS.

2023 AGE-OF-PURCHASE CALENDAR

A43 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!

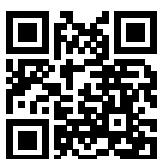
Train now at www.wecard.org

Cash Register Wobbler

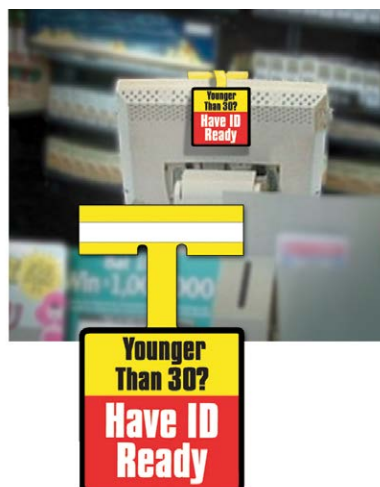
Sticks to the top or back of your cash register and moves with even the slightest vibration to get customers' attention. Communicates the carding age requirement to your customers.

CASH REGISTER WOBBLER

CRW Under 30 \$1.75 ea.



Scan to order online today!



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



C2321 Shown Here

2023 Age-Of-Purchase Sticker (5.25" X 4.25")

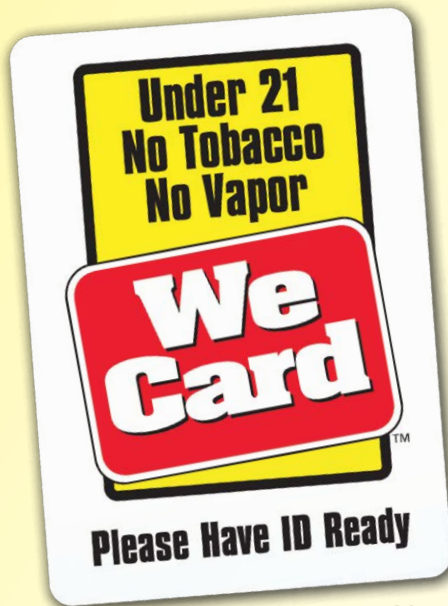
Simply effective at preventing underage sales!

Displays the most recent year a customer's valid ID can show in order to legally purchase.

2023 AGE-OF-PURCHASE STICKER

C43	21 yr Tobacco and Vapor	50¢ ea.
C2321	21 yr Tobacco/Vapor & Alcohol	50¢ ea.
C73	21 yr Vapor	50¢ ea.

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



D6

Signage

Window/Door Decals

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 (6" X 8.5")

D6	Under 21	\$1.50 ea.
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We Card signs do not meet state sign requirements and cannot be used as a substitute for state law mandated signs.



D18

Alert Customers of ID Scanning

WE SCAN IDS DECALS (6" X 8.5")

D18	Under 30? version	\$1.50 ea.
D19	Under 40? version	\$1.50 ea.
D20	All Customers version	\$1.50 ea.

WE SCAN IDS POS STICKERS (3" X 4")

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



DCH21

Under 30?

TOBACCO AND ALCOHOL DECAL (6" X 8.5")

DCH21	Under 30 – 21 Tobacco/21 Alcohol	\$1.50 ea.
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SS5

SS4

Inform Adult Customers

DON'T BUY FOR MINORS DECALS (6" X 8.5")

SS4	Don't Buy Tobacco or Vapor for People Under Legal Age	\$1.50 ea.
SS5	We Take Underage Access Seriously	\$1.50 ea.

Find more training tools online at wecard.org

FDA Update

FDA has completed over 1.2 million inspections of retailers — checking to make sure you comply with the federal 21-yr minimum age and FDA regulations of tobacco and vaping products.

BE PREPARED! THE FINES AND PENALTIES ARE SEVERE.

Note: FDA adjusts the fines annually for inflation.

FDA FINES & PENALTIES

# of Violations	Fine
1st	Warning Letter
2 within 12 months	\$320
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Chart as of 03-17-22

Scanning IDs or Plan To In the Future?

Commit to an electronic age calculation device that reads the ID's barcode. These systems can make a significant step toward a perfect compliance record. If you're not scanning IDs, consider it. Make sure you provide your employees with training and job aides on properly scanning and inform your customers that "We Scan IDs."

Inform Customers so they'll know what to expect!

See Signage page



NEW!

Using an ID Scanner Tipsheet

6" x 9" laminated job aide

Provides employees with the basic steps on using an ID scanner with "What to Say" tips on denying underage sales and those with expired IDs.

USING AN ID SCANNER TIPSHEET

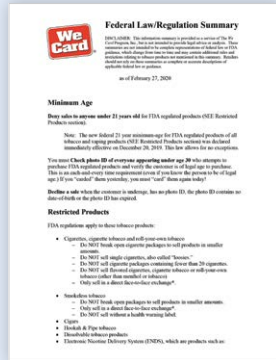
G3 Using an ID Scanner tipsheet

\$1.00 ea.

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

We Card Resources

Check out the Resource Center



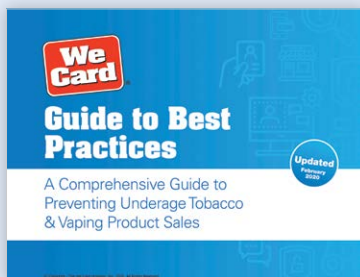
Federal Law and FDA Regulations Summary

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



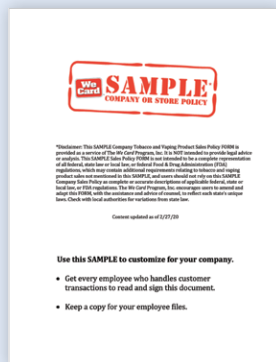
State Law Summaries

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**



2023 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		\$19.99	
		We Card's E-Vapor Kit		\$7.99	
		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 Ship Fedex Ground and USPS.
No P.O. Boxes Please!

SHIPPING & HANDLING

TOTAL PURCHASES	ADD
Up to \$10.00	\$6.95
\$10.01 - \$20.00	\$8.95
\$20.01 - \$30.00	\$9.95
\$30.01 - \$40.00	\$10.95
\$40.01 - \$50.00	\$12.95
\$50.01 - \$75.00	\$13.95
\$75.01 - \$100.00	\$15.95
\$100.01 - \$150.00	\$18.95
\$150.01 or more	\$33.00

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

WE CARD CALENDAR AND AGE CHECKER™

Qty.	Product Code	Name of Item	Unit Price	
	A43	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

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: