

Responsible Retailing Resources



The *We Card* Program is a national non-profit focused on ensuring that age-restricted product retailers are fully educated, trained and prepared to reject underage sales.

Find the resources you need at [WeCard.org](https://www.wecard.org)



Equip your store



Alert both customers and employees that your store is a responsible retailer of age-restricted products.

Get job aides, training materials and signage that prepares and informs your stores.

Prevent social sourcing



Help prevent social sourcing of tobacco, vaping and nicotine pouches products with our **Free Retail signage kit**.

Order now, while supplies last.

Mystery shop your store



Wonder if your employees are carding? You can know for sure.

We Card ID Check-Up is a training compliance service using 21-25 year old checkers to see if employees as for ID. Sign up now at wecard.org/overview.

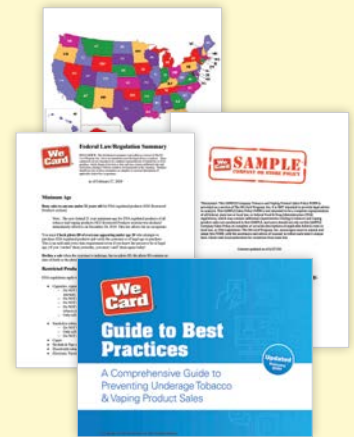
Train eLearning Center



Visit our eLearning center for award-winning training: Learn state law & FDA requirements on tobacco, vaping and nicotine pouches products.

Three Courses Available!

- Employee
- Refresher
- Manager



More Resources

We Card's Guide to Best Practices — An interactive PDF. Take our survey and get this free download.

Understanding FDA Requirements — *We Card's* Summary for Retailers

We Card's Training Resource Center — State law summaries, state sign requirements, FDA information and many other resources.

Company Tobacco Sales Policy and Employee Acknowledgment of Company Policy — A recommended template. Customize it for your company.

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