

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

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

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

A19	18 yr Tobacco – for use in most states	\$13.99 ea.
A29	18 yr Tobacco/21 yr Alcohol – (pictured here) for use in most states	\$13.99 ea.
A39	19 yr Tobacco – AL, AK & UT	\$13.99 ea.
A49	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 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

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

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

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

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 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
2nd in 12 months	\$279
3rd in 24 months	\$559
4th in 24 months	\$2,236
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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, 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 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**

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: () _____

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.

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		\$18.99	
		We Card's E-Vapor Kit	NA	\$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 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.

WE CARD CALENDAR AND AGE CHECKER™

Qty.	Product Code	Name of Item	Unit Price	TOTAL
	A19	Calendar 18 yr - Tobacco	\$13.99	
	A29	Calendar 18 yr - Tobacco/21 yr Alcohol	\$13.99	
	A39	Calendar 19 yr Tobacco - for AL, AK & UT	\$13.99	
	A49	Calendar 21 yr All Restricted Products - CA, HI, ME, NJ, NYC, OR	\$13.99	

PRICING FOR ALL OTHER ITEMS

Qty.	Product Code	Name of Item	Unit Price	TOTAL
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: