

In Clover Marketing New Product Submission Form

Product Description Data

Name of product	
Product's unique point of differentiation	
List competition (direct and retail)	
Recommended retail price	

Marketing/Sales Data

Is your product currently sold in: <ul style="list-style-type: none">• Retail• Catalog• Other direct	
Annual projected sales	
Ex-works price (int'l distribution works on a 5-7x mark-up from ex-works price)	

Please check that you can provide the following certificates required for exportation:

- Certificate of Free Sale
- Certificate of Manufacturing
- Certificate of Origin
- Certificate of Analysis (for liquids, topical or ingestibles)
- MSDS sheets per SKU (Material Safety Data Sheet)
- US Tariff code/customs harmonization code (usually available from fulfillment/customs broker)

DRTV Information

Show format	
Ratio performance	
Offer configuration (list all items including bonus)	
Inbound conversion rates	
Monthly or weekly expenditures in US	
If continuity, list re-order rate?	
Do you have a superless/split audio master available	
Has campaign appeared on Jordan Whitney or IMS?	
Provide any other details or key sales information related to other direct marketing results	

Shipping specifications

Size and weight of unit	
Size and weight of master cartons/units per master carton	
MC/Units per 20' container	
MC/Units per 40' container	
List flammable materials	
MFG Lead time	
Country of origin	