



## DINING ACCESSORY PROGRAM

### SET UP GUIDE

# TOP OFF YOUR TABLE

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# about the program

**tag** supplies a 16 piece dinnerware set, set of 4 placemats, and set of 4 napkins to complete the Dining Room package sets for your customer

The customer chooses their preferred color of Sonoma dinnerware

## 4 place settings of Sonoma dinnerware:

- ✓ Durable ironstone ceramic body with a warm hand dipped glaze finish and hand brushed accents
- ✓ Dishwasher and microwave safe, will get hot in the microwave
- ✓ 8 solid color options
- ✓ Sold in 16 piece boxed sets:  
4 of each: bowls, dinner plates, salad plates, mugs



The customer chooses a set of 4 placemats and a set of 4 napkins



## Napkins: 4 - 20 x 20" Hemstitch Napkins

- ✓ Made from 100% Cotton
- ✓ Finished with an Embroidered Hemstitch
- ✓ Machine wash cold separately; tumble dry low
- ✓ 14 solid color options
- ✓ Sold in sets of 4

## Placemats: 4 - 15" Round Woven Placemats

- ✓ Indoor/outdoor usage
- ✓ Polypropylene construction, sewn with a cotton thread, which produces a durable product that is soft to the touch
- ✓ Wipe clean with a sponge or damp cloth
- ✓ 14 solid color options
- ✓ Sold in sets of 4

# Sonoma Dinnerware Recommended Buy

1. Minimum of two sets of each color is needed for display. Mix of colors based on Ashley sales history.
2. You may purchase any combination of colors you wish; we recommend strongly that you order in increments of 32 for best freight rates



Tan 556065



Ivory 556069



Red 556063



Slate Blue 556070



Chocolate 556066



Warm Gray 556110



Apple Green 556108



Turquoise 556109

| TAG Sku #                      | Color Rank  | Tag Wholesale Cost | Ashley 10% Cost | Suggested Buy | Total Cost |
|--------------------------------|-------------|--------------------|-----------------|---------------|------------|
| 556065                         | Tan         | \$48.00            | \$43.20         | 6             | \$259.20   |
| 556069                         | Ivory       | \$48.00            | \$43.20         | 4             | \$172.80   |
| 556063                         | Red         | \$54.00            | \$48.60         | 4             | \$194.40   |
| 556070                         | Slate Blue  | \$48.00            | \$43.20         | 4             | \$172.80   |
| 556066                         | Chocolate   | \$48.00            | \$43.20         | 4             | \$172.80   |
| 556110                         | Warm Gray   | \$48.00            | \$43.20         | 4             | \$172.80   |
| 556108                         | Apple Green | \$48.00            | \$43.20         | 3             | \$129.60   |
| 556109                         | Turquoise   | \$48.00            | \$43.20         | 3             | \$129.60   |
| Total for Pallet of Dinnerware |             |                    |                 | 32            | \$1,404.00 |

# S/4 Napkins and Placemats

## Placemats



Aqua 555031



Light Blue 555041



Yellow 555033



Natural 555051



Purple 555367



Olive 555035



Ivory 555045



Green 555047



Orange 555039



Lt Aqua 555043



Red 555037



Blue 555029



Chocolate 555053



Black 555049

## Napkins



Aqua 555032



Light Blue 555042



Yellow 555034



Natural 555052



Purple 555409



Olive 555036



Ivory 555046



Green 555048



Orange 555040



Lt Aqua 555044



Red 555038



Blue 555030



Chocolate 555054



Black 555050

## Textiles Recommended Buy

Sets of 4 Placemat and Napkins:

1. We recommend you purchase 32 sets of Placemats & 32 sets of Napkins total for maximum display impact within your Dining Room Showcase
2. Recommended color count is based on Ashley shipment history

| Color Rank  | Suggested Buy Napkins | Napkin Sku# | Suggested Buy Placemats | Placemat Sku# |
|-------------|-----------------------|-------------|-------------------------|---------------|
| Chocolate   | 4                     | 555054      | 4                       | 555053        |
| Black       | 4                     | 555050      | 3                       | 555049        |
| Natural     | 3                     | 555052      | 3                       | 555051        |
| Olive       | 2                     | 555036      | 2                       | 555035        |
| Red         | 2                     | 555038      | 2                       | 555037        |
| Ivory       | 2                     | 555046      | 2                       | 555045        |
| Light Blue  | 2                     | 555042      | 2                       | 555041        |
| Green       | 2                     | 555048      | 2                       | 555047        |
| Blue        | 2                     | 555030      | 2                       | 555029        |
| Light Aqua  | 2                     | 555044      | 2                       | 555043        |
| Orange      | 2                     | 555040      | 2                       | 555039        |
| Purple      | 2                     | 555409      | 2                       | 555367        |
| Aqua        | 2                     | 555032      | 2                       | 555031        |
| Yellow      | 2                     | 555034      | 2                       | 555033        |
| Total Units | 32                    |             | 32                      |               |
| Total Cost  | \$ 288.00             |             | \$ 230.40               |               |

### Total Cost and Retail Breakdown for the Top off Your Table Promotion

| Description                    | List Wholesale Price | Ashley Cost w/10% Disc | Retail Value    | Pallet Recommendation                     |                   |
|--------------------------------|----------------------|------------------------|-----------------|---|-------------------|
|                                |                      |                        |                 | Recommended # of sets for 15% freight cap | Total Cost        |
| **16 pc Sonoma Dinnerware      | \$48.00              | \$43.20                | \$99.99         | 32  | \$1,404.00        |
| **4 Round Placemats            | \$8.00               | \$7.20                 | \$17.99         | 32  | \$230.40          |
| **4 Cotton Napkins             | \$10.00              | \$9.00                 | \$22.99         | 32  | \$288.00          |
| <b>Total Pallet Cost</b>       |                      |                        |                 | <b>96</b>                                 | <b>\$1,922.40</b> |
| <b>Total Cost per Customer</b> |                      | <b>\$59.40</b>         | <b>\$140.97</b> |   |                   |



# how to participate

**Your First Step:** Send an e-mail expressing your interest in the program to Jackie Hoggan, TAG Market Director responsible for Ashley Sales, with a copy to Jani Kushla, TAG Director of Sales Administration and Anne Hicks, National Sales Manager, Strategic Accounts

jackie@cmagifts.com

j.kushla@tagltd.com

a.hicks@tagltd.com

**Jackie Hoggan** will:

- ✓ Answer your questions about the program and guide you through the start up process
- ✓ Plan your initial assortments including display needs and back stock inventory
- ✓ Work with you to develop forecasts
- ✓ Manage the input of your orders on-going

**Jani Kushla** will:

- ✓ Manage the Ashley program at TAG in Chicago
- ✓ Oversee the management and execution of your orders
- ✓ Manage inventory protection and allocation against forecasts on-going

**Anne Hicks** will support Jackie and Jani in both capacities

## contact info:

Jackie Hoggan  
TAG Market Director  
Ashley Furniture  
California Marketing Associates  
110 E. 9<sup>TH</sup> St, Suite C1300  
Los Angeles, CA 90079  
P: 916-241-9182  
F: 866-826-3389

Jani Kushla  
Director of Sales Administration  
Strategic Accounts  
TAG  
1730 West Wrightwood  
Chicago, IL 60614  
P: 800-621-8350 ext. 195  
F: 773-871-7319

Anne Hicks  
National Sales Manager  
Strategic Accounts  
TAG  
1730 West Wrightwood  
Chicago, IL 60614  
P: 469-834-9475  
F: 972-913-4514

link to online TAG account **setup forms:** [setup.tagltd.com](http://setup.tagltd.com)

## EXCLUSIVE TERMS:

Discount: 10%

Terms: Credit Card Only

Minimum Opening Order 32 - 16 piece sets of dinnerware (assorted colors) = 1 pallet

Pallet Freight Cap FOB Woodridge, IL

15% freight cap on all full pallet shipments

Order in multiples of 32 sets to earn the freight cap

- All placemat and napkin orders earn the 15% freight cap automatically
- Less than full pallet orders of dinnerware do not qualify for the freight cap . Ordering in multiples of 32 sets (assorted colors) is strongly recommended.
- For damages, please contact customer service at 800-621-8350. Please have invoice ready when calling; you will need your customer number and order number to process the transaction.

# Sonoma Features



Sonoma 16 piece dinnerware sets are made of durable Ironstone with a warm hand dipped glaze finish and hand brushed accents. It is dishwasher and microwave safe & gift boxed for easy “stack & go” floor presentations.

## **DIFFERENCES IN CERAMICS - About Ironstone, Dolomite, Bone China, Porcelain, Stoneware & Earthenware**

**Ceramic** is a general term referring to articles made of clay that are processed by firing or baking. Ceramics consist of 4 groups: **Bone China, Porcelain, Stoneware and Earthenware**. The difference is determined by firing temperature and the resulting porosity of the ceramic.

**Bone China** is fired at the highest temperature and glazed to a brilliant white glassy finish that does not absorb fluids or food. It appears delicate, but is extremely hard and durable. Bone China uses animal bone ash which has been burnt and ground into a fine powder. **Porcelain** is similar to bone china but does not contain animal bone ash. It is fired at high temperatures to create a hard, non-porous, glass like surface and is very strong. **Stoneware** has a high proportion of china stone, making it non-porous & opaque once fired with a dense surface with variegated color, like stone.

**Earthenware** is fired at very low temperatures making it more porous and not as strong. The porous quality allows for hand painting as the wet paints are absorbed into the clay & the colors more intense when it is fired. Glazing makes it food safe. **Ironstone, Dolomite and Terracotta** are different variations of Earthenware. **Ironstone** is heavier and stronger making it microwave and dishwasher safe. **Sonoma Dinnerware is made from Ironstone.**

**Dolomite** is extremely lightweight and is used for highly decorative items like large serving pieces and ornamental giftware. It is not suitable for conventional ovens and is not as strong as Ironstone.

**Terra cotta** is a more porous red clay fired at a low temperature and used for ceramics, pottery, and decorative pieces.



Since 1976 **tag's** mission is to bring well-designed, stylish and affordable products into the home of consumers worldwide. tag is sold in 40 countries.

Any room in the home, including porch and patio, is fair game.

Initial core categories included kitchen textiles and candles. Coir doormats, tabletop, seasonal décor, rugs, kitchen and other products followed.

**tag direct** established in 2005 to focus on private client product development.

Contemporary furniture resource Parallel Lines acquired in 2006. **tag furniture** launched

Wins the **Arts Award** for being the leading “green” supplier in the gift and home furnishings industry in January 2012.

Signs licensing agreement with Corelle® in Dec. 2012

## **tag** Product Categories

### INDOOR

#### Candle Lighting:

- candles
- all types of candle holders

#### Table Top:

- ceramic and glass
- dinnerware
- serveware
- barware

#### Décor:

- indoor
- outdoor

#### Textiles:

- kitchen
- tabletop
- rugs

#### Kitchen:

- prep
- storage

#### Paper:

- tabletop

### OUTDOOR

#### Outdoor Living:

- candle and torch
- lighting
- furniture
- servicing and
- entertainment

#### Door Mats:

- coir
- rubber

### PERSONAL FASHION ACCESSORIES

#### Scarves

#### Bags

### FURNITURE

#### Occasional

#### Storage

#### Seating

#### Dining

**tag** offers seasonal and everyday products in all product categories