

Client FAQ

Q: What is an Odor Exterminating Product?

A: A unique enzyme based formulation that attacks, removes and neutralizes odors instead of just masking the odor.

Q: What makes your products different than other scented products?

A: All of our products contain 5 natural enzymes that help to exterminate odor from the surrounding atmosphere. The enzymes absorb the odor from their surroundings into the product, then the enzymes break down the odor's compound structure, and evaporate the by-product in the form of a clean, natural gas. During the evaporation process, the gas picks up the scent of the product and releases this fragrance into your office, home or car; exterminating the odor and creating a pleasant fragrance for your enjoyment. Unlike other "odor eliminating products", ours do not just mask odors but destroy them. Our candles are a blend of paraffin and soy wax, and a zinc wick, which will ensure a cleaner and longer burn time. Specialty Pet Products is proud to say, ALL of our products are made in the U.S.A.

Q: Where is your company based?

A: Our sales office is located in Charlotte, NC. However; our candles are manufactured and shipped from our warehouse located in Marshville, NC. We have been manufacturing and marketing our products for over 12 years. Our products are **Made in the U.S.A.**

Q: What is the size of the candles and their burn times?

A: The candles are a 13oz Jar and have a burn time of approximately 70 hours.

Q: What is my initial investment?

A: Our minimum order is 2 cases of candles (approximately \$115) While we only require a 2 case minimum; a number of our new accounts opt to start up with our 3-tier counter top display. It comes complete with 3 different product lines and helps to merchandise the product to ensure you maximize your revenue potential.

Q: Can we customize our own mix? Or pick which scents we want in the case?

A: Like you, we are a small privately owned company. We currently have over 15,000 accounts and in an effort to keep shipping times to a minimum and production to a maximum we are not able to customize individual mixed cases for each account. We have available 3-4 mixes that are already pre-packaged to assist in getting a variety of different fragrances into your location. We will continue to work to meet the preferences of our customers. **UPDATE: We can now ship cases split with 6 of one fragrance and 6 of another your choice!**

Q: What can you tell me about shipping costs?

A: We ship all products UPS Ground. You can use the Zone Chart to help calculate what your shipping cost will be. Our candles are a heavy glass jar and shipping can at first glance seem high. Please understand we do all we can to keep costs as low as possible. For example: customers in zone 8 are the furthest from our distribution center. Price the candles using our Suggested Retail Guide you will still make anywhere from a 40-45% gross profit. If you have questions in regards to the shipping prices please feel free to email or call **(#866-540-7457)** one of our sales representatives and they will be happy to review it with you.

Q: The shipping charges seem too high? How will we ever make any revenues?

A: On average shipping charges is about 20% of your order total. We have a recommend retail price that has proven to still be affordable to your clients and will in return give you anywhere from a 40-45% gross profit. In addition to added revenues, it will allow your customers to solve the age old issue of pet odor in their homes, vehicles, etc.

Q: What do I retail the products for?

East Coast Suggested Retail

- Candles- \$7.95 - \$9.95
- Spray- \$6.00-\$6.99
- Fabric Spray- \$6.95
- Car Fresheners- \$2.00
- Mini Spray- \$4.95

West Coast Suggested Retail:

- Candles- \$8.95 - \$10.95
- Spray- \$6.00- \$7.00
- Fabric Spray- \$6.95
- Car Fresheners- \$2.50
- Mini Spray- \$5.95

Q: What if it doesn't sell?

A: While this is something we rarely hear, we understand each location is different. At this time we do not guarantee the sale of the candles, but we will guarantee the quality of the products. So if your customer is unsatisfied due to any defect or abnormality we will be more than happy to reimburse your account.

Q: What payment methods do you accept?

A: We take all major credit cards including Visa, MasterCard, AMEX and Discover. If you would prefer to be billed you can fill out our credit application and once it is approved through our credit department you will be set up for a Net 10 Day billing cycle.

Q: Do you have merchandising vehicles (A way to display the products)?

A: Yes, we have a variety of displays that are available to aid you in selling and displaying the products. We have 2 different counter top displays, a floor display and a spinner display to promote our car air fresheners. Most displays come free with a minimum order.

Q: Is our customer base right for Specialty Pet Products?

A: In October of 2005 a survey commissioned by the National Fire Protection Association (NFPA) found that candles are used in the home by more than half of U.S. adults (55 percent). 30 percent of adults who use candles in their home report weekly use; and another 17 percent report using candles in their home on a daily basis. In addition to those statistics we currently sell our products to 6,000 locations just like yours. We have literally millions of end users who love our products. Google us and you will find testimonial after testimonial explaining how amazing our products are.

Q: We just don't have the space in our clinic, we are just too small?

A: A lot of our customers having waiting room areas that are 400 square feet of less. We understand your limited room. We have a variety of displays available varying in size. We have one display that is the same size as a sheet of paper. It works effectively to market the product and takes up only an 8 1/2 inch space on your counter.

Q: We have tried other candles in the past that just didn't sell?

A: Our candles are sold in thousands of locations across the country. Our products are a solution to an ongoing problem in your client's life. They love their pets, but along with pets come the downside of stinky accidents in the home. By offering Specialty Pet Products, you are offering your customers a solution to eliminate the embarrassing effects of unwanted odors. Most of our clients have found that even if regular candles didn't sell, the demand for our products is widespread among the veterinarian industry.

Q: Business has just been so slow to bring in anything new?

A: This is exactly why you should start selling our products now. When surveying our accounts 100% of them said that they have customers who come in just to buy the candles. Our products are so effective that once your clients try them they will come back for more!

Q: What if we don't do retail? Would this still be a good fit for us?

A: We have thousands of veterinary offices that use our candles for their personal use only. Our products are highly effective in killing odors. Even if you chose not to sell the products, they can make your clinic much more appealing to your staff and your clients. In addition, if you are burning the product in house, it is only a matter of time before you clients start asking what they are and how they can get them. A retail license is something you may consider once you see the demand you will get for our products.