



**Manual  
Policies & Procedures**

*For empowerment inspired by fashion, walk Du North*

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## Terms used in this document:

<b>Credit Coupon</b>	signifies an amount owing to the Distributor to be applied towards the next order.
<b>Coupon</b>	signifies a code to be used on Du North orders.
<b>Discount Coupon</b>	signifies a reduced amount or percentage the Distributor may apply to their order due to a promotion.
<b>Distributor</b>	refers to the Independent Distributor home-based business.
<b>Du North Designs Ltd</b>	will hereinafter be termed “Du North”.
<b>Policy</b>	signifies Du North’s rules.
<b>Procedure</b>	describes what steps Du North will take to uphold the policy.
<b>Product</b>	refers to a physical product purchased, does not include promo items, or non physical items such as a Distributor website.
<b>Promo Item</b>	describes promotional items such as business cards, banners, mugs, car magnets, Distributor websites, or other similar items.
<b>Refund</b>	signifies monies returned to the Distributor or Customer and will be completed in same fashion as origin payment.
<b>Retail Purchase</b>	refers to a product purchase made by a customer at retail prices through the website or Distributor website.
<b>Retailer</b>	refers to a wholesale customer with a brick and mortar store.

## Business Model

### Policy

Du North operates within a single level business model. Du North wishes to maintain a direct connection with each Distributor, therefore Distributors will not be provided an opportunity to build teams. Our terms specify that Distributors are restricted from selling other apparel. Distributors may be independent distributors for other types of products (I.E. makeup, fragrances, home) but may not sell another clothing or closely related product. Please contact us if you require clarification.

Distributors who were previously signed up with another clothing company before joining Du North may be exempt from portions of this policy under an amended contract, but must receive approval from Du North prior to signing up as a Distributor, please contact [info@dunorthdesigns.com](mailto:info@dunorthdesigns.com) for clarification.

**Please Note:** It is the Distributor's responsibility to refer to his/her local laws regarding sales tax, business licenses and permits. Du North Designs Ltd will NOT be held responsible for Distributors not abiding by local laws, policies, and guidelines.

## Distributor/Retailer Commitment

### Policy

Du North seeks to maintain a relationship with motivated Distributors. Distributors must attain the following sales targets to maintain Distributor status:

- Purchase \$300/quarter of product to remain a Distributor;
- Purchase a minimum of \$500/month in a rolling 3-month period to gain and maintain exclusivity.

**Please Note:** Your purchase amounts are calculated before Shipping & Taxes, after discounts, and do not include promo items.

#### *Distributor Exclusivity Guidelines*

- o Du North has a guideline of one Distributor per 15,000 people within a 50 km (30 mile) radius of their home address.
  - Du North may increase/decrease this on occasion or on a case by case basis;
  - Du North reserves the right to sign on a Distributor from competitive companies within the same geographical/population as an existing Distributor who maintains exclusivity;
  - A Distributor's geographical location is within a 50km (30 mile) radius of their physical address. Distributors are not limited to this geographical area when selling Du North products. This geographical area is used to determine the number of Distributors in a location, and exclusivity;
  - Exemption requests may be made to Du North at [info@dunorthdesigns.com](mailto:info@dunorthdesigns.com) and will be evaluated on a case by case basis.

## Procedure

- Du North will calculate each Distributor's sales monthly and advise Distributors of any change in status;
- Distributors will receive an email from Du North on or about the 10th of the month following status changes.

## Distributor Code of Ethics

### Policy

Distributors agree to be bound by Du North's Code of Ethics, which can be found on the Facebook team page and Darling lounge. It is Du North's policy to conduct a full investigation into any reported offence against the Code of Ethics. Should a Distributor be found to be in violation of the Code, they may be asked to resign as a Distributor for Du North, at the discretion of Du North.

## Recruitment & Referral

### Policy

It is Du North's policy to recruit new Distributors. Should you like to refer a new Distributor, Du North will compensate you with a \$150 referral credit coupon. The following criteria must be met prior to issuing referral credit coupons:

- New Distributor referrals must be in a location not already occupied by a Distributor with exclusivity, or qualifies for exclusivity, at the time the referral is made;
- The newly recruited Distributor must reach a minimum of \$750 in wholesale purchases after discounts, excluding promo items, shipping & taxes.

### Procedure

- The current Distributor advises Du North at [info@dunorthdesigns.com](mailto:info@dunorthdesigns.com) of a new Distributor referral. Please state the name, geographical location, contact phone number, and email for the newly referred Distributor;
- The new (referred) Distributor must also email [info@dunorthdesigns.com](mailto:info@dunorthdesigns.com) and include the full name and email of the referring Distributor;
- Credit will be issued to the referring Distributor within 10 business days of reaching criteria.

## Customer Referral

### Policy

The Distributor will receive a credit coupon for any retail purchases where the customer completes the Distributor Referral field during checkout. Du north will issue a credit coupon for 25% of the purchases, excluding promo items, shipping & taxes.

## Procedure

- Du North will advise the Distributor of referrals;
- Du North will issue a credit coupon and email the Distributor for 25% of retail product purchases that are subject to referrals, excluding promo items, shipping & taxes.

## Online Parties

### Policy

It is Du North's policy to support our Distributors in selling their product. We will process credit coupons for online parties at 25% for Distributor and 10% for the host. The credit coupons will be calculated on all retail product orders completed at the online party, excluding promo items, shipping & taxes.

### Procedure

**Please Note:** It is the Distributors responsibility to ensure correct procedure is followed.

- Distributors must advise Du North at [info@dunorthdesigns.com](mailto:info@dunorthdesigns.com) of each attendee of the party and the duration of the party prior to the party taking place;
- Each attendee must add the name of the distributor in the distributor referral section of their order;
- Each attendee must enter both the Host's and Distributor's name in the notes section of their order;
- The Du North warehouse will ship each order to the customers individually. The distributor will not need to process/handle these orders themselves;
- Once the last order has been shipped, Du North will calculate and issue the credit coupons within 10 business days;

## Social Media

### Policy

Du North is active on several social media platforms. The creation and maintenance of Distributor's social media platforms is solely the responsibility of the Distributor however, the information and products MUST reflect those of Du North, comply with all Policies & Procedures, Terms & Conditions, and Code of Ethics.

## Social Media – for Distributors

### Policy

Du North utilizes Facebook as a platform for marketing and sales. Du North requires that every Distributor set up a Facebook page, as this is how referrals are made to a Distributor in his or her area and has proven to be profitable with marketing and sales. Facebook page(s)/group(s) should reflect a Distributors' location (city/town) or name to differentiate Distributors one from another.

I.E.: Du North Designs – McLennan.  
Du North Designs by Jane

In the event a Distributor's agreement is terminated, whether initiated by the Distributor or Du North, the Distributor is responsible for removing all social media platforms within 7 days of confirmation of termination. Posts to the social media page(s)/group(s) must cease immediately.

## Ordering

### Policy

Du North firmly believes in equality and fairness. Du North fills orders in the chronological timeline that they are received and payment has been confirmed.

- Wholesale orders have a minimum requirement of \$120 wholesale pricing after all discounts and credits, excluding promo items, shipping & taxes;
- Any order not within the minimum above will be subject to retail pricing.

**Please Note:** When placing a wholesale order, your cart will show retail pricing until you have reached the wholesale minimum. Distributors can view their wholesale total by hovering over the cart icon in the top right corner of the screen after they have added an item.

## Processing Orders

### Policy

- Du North reserves 4-5 business days to process each confirmed order;
- Once parcels have shipped from the Warehouse, Du North maintains no responsibility for any delays due to the courier;
- Should there be any out of stock items when filling a Distributor or Customer order, Du North will issue a credit coupon;
- Distributors may add a note to their order requesting substitutions instead of credits if so desired;
- For International orders, customs and brokerage fees are the responsibility of the Distributor;

**Please Note:** International orders are subject to customs regulations and screening. Du North provides all reasonable information to minimize delays, however Du North maintains no responsibility for any delays due to Customs.

## On-Reserve Tax Exemption

### Policy

Distributors who qualify for On-Reserve Tax Exemption within Canada must provide proof of on-reserve residency (a PO Box address is not acceptable; a utility bill will generally show a service address), and treaty status. Orders must also be delivered to an “on-reserve” address.

### Procedure

- Distributor submits a copy of their Treaty Status Card and proof of On-Reserve Address;
- Once Du North confirms the documents are accepted, the Distributor submits an order and places “Treaty Status on File” on the order;
- Distributor must choose Purolator as the shipping method, and Purchase Order as the payment method;
- Du North will verify shipping address is to confirmed “On Treaty” address, and updates the order;
- Du North will email the Distributor to confirm the order has been adjusted;
- Distributor submits EMT, PayPal, or a Credit Card to be processed in-store (must be accompanied by Credit Card Release);
- The order will be processed and shipped.

**Please Note:** Any order that is not shipped to the registered On-Reserve address, will not be adjusted. It is the responsibility of the Distributor to ensure any change in address is accompanied by appropriate paperwork, and approved before placing their next order.

## Cancellation

### Policy

All orders will be subject to restocking fees as listed below:

- Any cancellation requests received within three (3) days of when order was placed are subject to a restocking fee of 25%;
- Du North will not process any cancellations or refunds after the three-day period or once the order has shipped, whichever happens first;
- Any order cancelled within the first two (2) hours will not be subject to a 25% restocking fee.

### Procedure

- Distributors and Customers will need to advise Du North of cancellation request by email at [info@dunorthdesigns.com](mailto:info@dunorthdesigns.com) **immediately**;
- Du North will confirm the request arrived within the required time;
- If the request is within the time-frame, Du North will cancel the order and refund the payment, less the restocking fee, if applicable;
- If the request for cancellation is denied due to the policy above, Du North will advise Distributor, and continue processing the order.

## Return & Exchange

### Policy

Du North inspects the products we ship to ensure they meet our standards, to the best of our ability. For any issues with an item, we offer a 30-day exchange for credit, limited to the following conditions.

Returns **will be** accepted in the following circumstances and a credit coupon will be issued:

- Leggings:
  - Rips in the seam, crotch, leg, or anywhere in the fabric that is noticeable;
  - Small symmetrical holes (no snags);
  - Irregularities in pattern stamps or dye runs, not including prints that are misaligned at seams;
  - Sewing of the seam not correctly completed that affects the quality of the leggings;
  - Noticeable ink runs/spots that effectively ruin the appearance of the design;
- All other products:
  - Please refer to defect checklist which can be found on the Facebook team page.

Returns **will not be** accepted in the following circumstances:

- Smell;
- Obvious snags and tears, or signs of wear;
- Items that have been washed;
- Substituted Items;
- After the 30-day return period.

### Procedure

- Distributors have 30 days from receipt of leggings, and three (3) days from receipt of all other product, to report a defect by completing the Return Materials Authorization (RMA) form and emailing a request for approval to return the merchandise at [info@dunorthdesigns.com](mailto:info@dunorthdesigns.com);

**Please Note:** This applies to regular merchandise. The Distributor website and Promotional product cannot be returned/exchanged, unless an error was made on custom promotional product by Du North or the printer.

**Please Note:** Returns will not be processed or approved if the RMA form is not complete, including order number.

- Du North will provide authorization to return the product, according to the information provided, and the return policy. Du North will email the authorized RMA to the Distributor;
- Once authorization to return the product has been granted, the authorized RMA must be printed and included in the return;
- Distributors will have 30 days to ship the product, along with the authorized RMA, to Du North at the Distributor's expense from the date of receipt of the order;

- Du North receives the return with the authorized RMA form, confirms the defects are covered under the returns policy, and approves the return;
- Du North will issue the credit coupon within 10 days of approving the authorized return, excluding shipping;
- If the return is not approved, the distributor will be contacted to arrange return of the item, at the Distributors expense.

No credit coupon will be issued if the proper procedure has not been followed.

**Please Note:** Distributors with an amended contract to carry/sell multiple brands have forfeited the right to return product.

## Customer Return

### Policy – for Distributors

This is at the discretion of the independent Distributors; however, all Distributors must offer a return process for their customers.

**Please Note:** Distributors must comply with the distributor returns policy and should formulate their policy with this in mind.

## Resignation

### Policy

Du North will accept resignation should a Distributor find that Du North is no longer a fit for their lifestyle. It is Du North's policy to complete a distributor's resignation request within 14-days of the receipt of official notification. This gives Du North the opportunity to calculate any outstanding credits, referrals, commissions, incentives, etc., if applicable, as well as to remove these Distributors from social media platforms.

Du North **will not** be responsible for the Distributor's current product inventory and Du North will not purchase the product back, or allow to be sold to another Distributor;

### Procedure

- Distributors must contact Du North at [info@dunorthdesigns.com](mailto:info@dunorthdesigns.com) or in writing to PO Box 388 McLennan, AB ToH 2Lo;
- Distributors must take down any social media pages, posts, advertisements, or other materials associating themselves with Du North within the time frame;
- Any Distributor website will be deactivated without refund within the 14-day period;
- Any commissions obtained after the resignation has been provided, and before Du north has completed closing the Distributors accounts will be paid to the Distributor;
- An email will be sent to the Distributor confirming the closure of their account and the credits, referrals, commissions, or incentives that apply.

## Termination

### Policy

Du North reserves the right to terminate a Distributor's ability to promote, sell, market or distribute for Du North should the Distributor not be in compliance to the current Policies & Procedures, Terms & Conditions, and Code of Ethics as they apply at the time of termination. At their discretion, Du North will terminate the relationship with the Distributor effective immediately once an offence or breach has been investigated and confirmed by Du North.

### Procedure

- Du North will remove the Distributor from all Du North platforms, lists, google maps, etc.;
- Du North will convert the Distributor's account to a retail account, and the Distributor will no longer have access to any Du North hosted sites;
- The Distributor will be required to **delete** their business and/or social media pages and accounts;
- The Distributor will not be allowed to sell, market or distribute any product under the Du North name or brand;
- Du North will not be responsible for the Distributor's current product inventory and Du North will not purchase the product back, or allow to be sold to another Distributor;
- The Distributor will continue to be bound by the proprietary information as per the Code of Ethics;
- Any Distributor website will be deactivated without refund effective immediately.