



Credit Department  
2920 North Main St  
Oshkosh, WI 54901  
Fax: 800-232-6140



## Customer Application

Thank you for your interest in Creative Expressions. To establish an open account, please fill in all information. **Unanswered questions could delay credit approval. Audited Financials and/or a Personal Guaranty may be required to process your orders.**

**FIRST ORDERS - generally 7-10 business days to check references.** If you need merchandise sooner, you may charge your order or send a check or money order for your order plus 10% freight allowance, actual freight cost may vary.

This credit application is being submitted by:

Firm Name \_\_\_\_\_

Additional Trade Name \_\_\_\_\_

Billing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Business Phone# ( ) \_\_\_\_\_ FAX # ( ) \_\_\_\_\_

Payables Contact \_\_\_\_\_

Shipping Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Owner(s), Officers information:

Name \_\_\_\_\_ Title \_\_\_\_\_ Residence Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ Social Security # \_\_\_\_\_ Residence Phone # \_\_\_\_\_

\_\_\_\_\_ ( ) \_\_\_\_\_

Name \_\_\_\_\_ Title \_\_\_\_\_ Residence Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ Social Security # \_\_\_\_\_ Residence Phone # \_\_\_\_\_

\_\_\_\_\_ ( ) \_\_\_\_\_

Bank Name \_\_\_\_\_ Phone # ( ) \_\_\_\_\_ FAX # ( ) \_\_\_\_\_

Account # \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Type of Business:  Proprietorship

Partnership  Limited Partnership

Incorporated In what State? \_\_\_\_\_

Other \_\_\_\_\_

Year Business Started \_\_\_\_\_

Dun & Bradstreet # \_\_\_\_\_

What line of credit do you request \_\_\_\_\_

Has your Company been in business under another name?

Yes  No If yes, what name(s) \_\_\_\_\_

Do you have existing accounts with us?

Yes  No If yes, Acct. # \_\_\_\_\_

Do you want a monthly Statement?  Yes  No

FAX # \_\_\_\_\_

**Credit References - Please check those you have done business with.**

- American Greeting - Cleveland, OH 44144, Acct. # \_\_\_\_\_
- AMSCAN, Inc. - Harrison, NY 10528, Acct. # \_\_\_\_\_
- Beach/Contempo - Kalamazoo, MI 49001, Acct. # \_\_\_\_\_
- Beistle - Shippenburg, PA 17257, Acct. # \_\_\_\_\_
- Chesapeake - Appleton, WI 54912, Acct. # \_\_\_\_\_
- Dakin Inc. - San Francisco, CA 94120, Acct. # \_\_\_\_\_
- Enesco Imports - Elk Grove, IL 60007, Acct. # \_\_\_\_\_
- Frances Myer Inc. - Savannah, GA 31402, Acct. # \_\_\_\_\_
- Gibson Co., The C.R. - Norwalk, CT 06856, Acct. # \_\_\_\_\_
- Hallmark Cards - Kansas City, MO 64141, Acct. # \_\_\_\_\_
- Papei, Freelance - Petaluma, CA 945954, Acct. # \_\_\_\_\_
- Peacock Papers - Boston, MA 02210, Acct. # \_\_\_\_\_
- Potpourri Designs - Greensboro, NC 27419, Acct. # \_\_\_\_\_
- Quillmark Hahn - Westminster, MD 21157, Acct. # \_\_\_\_\_
- Rubies Costumes - Richmond Hill, NY 11418, Acct. # \_\_\_\_\_
- Russ Berrie & Co. Inc. - Oakland, NJ 07436, Acct. # \_\_\_\_\_
- Stephen Lawrence co. - Noonachie, NJ 07074, Acct. # \_\_\_\_\_
- Schmid Bros. Inc. - Randolph, MA 02368, Acct. # \_\_\_\_\_
- The Ullman Co. Inc. - Hauppauge, NY 11788, Acct. # \_\_\_\_\_
- Unique Industries - Philadelphia, PA 19148, Acct. # \_\_\_\_\_

**Credit References if No Other Trade References:**

Name \_\_\_\_\_ Phone# ( ) \_\_\_\_\_ FAX# ( ) \_\_\_\_\_  
 Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 Account # \_\_\_\_\_ Contact \_\_\_\_\_

Name \_\_\_\_\_ Phone# ( ) \_\_\_\_\_ FAX# ( ) \_\_\_\_\_  
 Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 Account # \_\_\_\_\_ Contact \_\_\_\_\_

**CLASS OF TRADE (check one)**

- |  |   |
|--|---|
| <input type="checkbox"/> Party Store (i.e. 50% or more of sales are Party Goods) | <input type="checkbox"/> Card & Gift Shop             |
| <input type="checkbox"/> Convenience Store                                       | <input type="checkbox"/> Mail Order House             |
| <input type="checkbox"/> Mass Wholesaler (i.e. Wholesales 50% or more)           | <input type="checkbox"/> Advertising and Promotional  |
| <input type="checkbox"/> Specialty Wholesaler                                    | <input type="checkbox"/> Mass Service Wholesaler      |
| <input type="checkbox"/> Department Store  | <input type="checkbox"/> Specialty Service Wholesaler |
| <input type="checkbox"/> Discount Store  | <input type="checkbox"/> Private Label                |
| <input type="checkbox"/> Supermarket   | <input type="checkbox"/> Liquidator                   |
| <input type="checkbox"/> Drug  | <input type="checkbox"/> Export                       |
| <input type="checkbox"/> Other (specify) _____                                   | <input type="checkbox"/> Craft                        |
|  | <input type="checkbox"/> Military                     |

**TERMS AND CONDITIONS**

It is agreed the applicant will pay all invoices and billing statements within the terms and conditions of all invoices supplied by Creative Expressions. In the event such payment is not made in a timely manner, the applicant agrees to pay one and one-half percent interest. In the event a customer is sent to collections, there will be charges for any court costs, attorney's fees of not less than twenty-five percent (25%) of the unpaid amount of principal and interest and all other cost of collection incurred, all without relief from valuation and appraisal laws. If legal action becomes necessary, the Creative Expressions applicant agrees this and any contemporaneous or subsequent agreements will be governed as to validity, interpretation, construction, affect and all other respects by the laws of the State of Indiana. Applicant agrees that in the event legal action becomes necessary, jurisdiction and preferred venue shall remain in Indianapolis, Marion County, Indiana. Applicant authorizes Creative Expressions to investigate applicant's credit standing, financial circumstances and responsibility and authorizes and instructs all persons having information concerning applicant's credit standing, financial circumstances, and responsibility to release such information to Creative Expressions, its agents, attorneys or employees.

The applicant understands that all merchandise purchased from Creative Expressions is subject to all terms and conditions contained in this Credit Application and Agreement and all other terms and conditions contained on any Creative Expressions invoices. Purchases on credit are permitted at the vendor's discretion. Credit availability may be terminated at the vendor's sole discretion.

\_\_\_\_\_  
 Printed Name of Owner  
**X** \_\_\_\_\_  
 Signature of Owner (Required)



## WELCOME TO CREATIVE EXPRESSIONS

Thank you for your recent inquiry and interest in Creative Expressions products. In response to your request, enclosed are our latest catalogs, order forms, credit application, and Account Policies.

### SUMMARY OF NEW ACCOUNT POLICY

- Minimum order is \$500.00 US Dollar.
- To establish an open account with **initial order(s) totaling \$1000 minimum or anticipated annual volume in excess of \$3000**, complete, sign and submit the enclosed credit application. **For immediate processing**, include a **money order, check or charge information** (Master Card, VISA, American Express - Account number - Expiration date - Name as it appears on the card). **Personal or business checks** are allowed **two weeks to clear before order(s) are released** for shipment. **Freight is allowed on orders totaling minimum or \$500 and paid within terms.** COD shipments are not available.
- **Initial order(s) totaling less than \$1000 or anticipated volume less than \$3000** are processed on a **cash with order basis.** **Reorders** will also be processed on a **cash with order basis.** Payment may be made in the form of **money order, bank check or charge** (Master Card, VISA, American Express - Account number - Expiration date - Name as it appears on the card) **for immediate processing.** **Personal or business checks** are allowed **two weeks to clear before order(s) are released** for shipment. **Freight is calculated on order value** (see attached information). **Free freight** is offered on orders **over \$500.** COD shipments are not available.
- Credit application and purchase order should be faxed to Credit Dept 800-232-6140
- **Payments** should be submitted to:  
Creative Expressions  
PO Box 500990  
St. Louis MO 63160-0990
- Submit a **copy of the resale certificate and/or sales tax exemption certificate** with new order(s).
- **Reorders** may be mailed, telephoned, or faxed to our Customer Service Department at 800-428-5017 or 800-451-3404 (fax). Unless an open account has been established, payment information should be enclosed with or noted on the order or to the Customer Service Representative to prevent processing delays on orders.
- **Please** take a moment to **read** our **Credit and Collection Policies** stated in the credit application for additional account information.

Please contact Customer Service (800-428-5017) if you have any questions. Your business is important to us and we look forward to establishing a mutually successful relationship.

Sincerely,

Donna Steinke  
Customer Service Manager  
800-428-5017  
800-451-3404 fax  
Creative Expressions Customer Service Dept.  
1200 West Perkins Street, Appleton, WI 54914

Katie Marquardt  
Credit Manager  
800-558-9300  
800-232-6140 fax  
Creative Expressions Credit Dept.  
2920 N Main Street, Oshkosh, WI 54901

**UNIFORM SALES & USE TAX CERTIFICATE**  
**MULTI-JURISDICTION**

Issued to Seller CREATIVE EXPRESSIONS

Address 2920 N. Main Street  
Oshkosh, WI 54901

I certify that: \_\_\_\_\_ is engaged as a registered  
Wholesaler \_\_\_\_\_  
Name of Firm (Buyer) \_\_\_\_\_ Retailer \_\_\_\_\_  
Address \_\_\_\_\_ Manufacturer \_\_\_\_\_  
Lessor (<sup>1</sup>See notes  
on reverse side) \_\_\_\_\_  
Other (Specify) \_\_\_\_\_

and is registered with the below listed states within which your firm would deliver purchases to us and that any such purchases are for wholesale, resale, ingredients or components of a new product to be resold, leased, or rented in the normal course of our business. We are in the business of wholesaling, retailing, manufacturing, leasing (renting) the following:

Description of Business \_\_\_\_\_

General description of products to be purchased from the seller \_\_\_\_\_

**If your state is not listed below, we require a copy of your certificate.**

State <sup>1</sup>	State Registration or ID No.	State <sup>1</sup>	State Registration or ID No.
AL(2)	_____	NE	_____
AZ(2)	_____	NV	_____
AR(2)(3)	_____	NM	_____
CO	_____	ND	_____
CT	_____	OK(2)	_____
DC	_____	PA	_____
GA	_____	RI(5)	_____
ID	_____	SC	_____
IL(4)	_____	SD	_____
IA	_____	TN	_____
KS	_____	TX	_____
ME(4)	_____	UT	_____
MD	_____	VT	_____
MA	_____	WA(6)	_____
MI	_____	WI(5)	_____
MN	_____	WV	_____
MO	_____	WY	_____

I further certify that if any property so purchased tax free is used or consumed by the firm as to make it subject to a Sales or Use Tax, we will pay tax due directly to the proper taxing authority when the state law so provides or inform the seller for added tax billing. This certificate shall be part of each order that we may hereafter give to you unless otherwise specified, and shall be valid until canceled by us in writing or revoked by the state.

Under penalty of perjury, I swear or affirm that the information on this form is true and correct as to every material matter.

**X Authorized Signature** \_\_\_\_\_  
(Owner, Partner or Corporate Officer)

Title \_\_\_\_\_

Date \_\_\_\_\_

<sup>1</sup>This form of certificate has been determined to be acceptable by the above states. See notes 2,3,4 and 5 on back.

## INSTRUCTIONS REGARDING UNIFORM SALES & USE TAX CERTIFICATE

### To Seller's Customers:

In order to comply with the majority of state sales tax law requirements, the seller must have in its files a properly executed exemption certificate from all of its customers who claim a sales tax exemption. If the seller does not have this certificate, it is obliged to collect the tax for the state in which the property is delivered.

If the buyer is entitled to sales tax exemption, the buyer should complete the certificate and send it to the seller at its earliest convenience. If the buyer purchases tax-free for a reason for which this form does not provide, the buyer should send the seller its special certificate or statement.

### Caution to Seller:

In order for the certificate to be accepted in good faith by the seller, the seller must exercise care that the property being sold is of a type normally sold wholesale, resold, leased, rented, or utilized as an ingredient or component part of a product manufactured by buyer in the usual course of business. A seller failing to exercise due care could be held liable for the sales tax due in some states or cities. Misuse of this certificate by seller, lessor, buyer, lessee, or the representative thereof may be punishable by fine, imprisonment or loss of right to issue certificates in some states.

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### Note:

- 2 Alabama, Arizona, Arkansas and Oklahoma hold a seller liable for sales tax due on any sales with respect to which an exemption certificate is found to be invalid, for whatever reason.
- 3 In Arkansas, leases and rentals for less than [30] days do not qualify for the sale for resale exemption unless the lease or rental is for diesel trucks rented or leased for commercial shipping or farm machinery or farm equipment rented or leased for commercial purposes.
- 4 Illinois and Maine do not have an exemption on sales of property for subsequent lease or rental.
- 5 Rhode Island and Wisconsin allow this certificate to be used to claim a resale exemption only when the item will be resold in the same form. Rhode Island and Wisconsin do not permit this certificate to be used to claim any other type of exemption.
- 6 Washington: A. Blanket resale certificates must be renewed at intervals not to exceed four years;  
B. This certificate may be used to document exempt sales of "chemicals to be used in processing an article to be produced for sale."



Customer & Field Sales must complete

### NEW ACCOUNT SURVEY

Date \_\_\_\_\_ Broker \_\_\_\_\_

Customer Contact \_\_\_\_\_ Phone # \_\_\_\_\_

Nature of Business \_\_\_\_\_

- |  |  |
|--|--|
| <input type="checkbox"/> Party Store                                       | <input type="checkbox"/> Food                      |
| <input type="checkbox"/> (50% or + of sales are Party Goods)               | <input type="checkbox"/> Drug                      |
| <input type="checkbox"/> Card & Gift Shop                                  | <input type="checkbox"/> Advertising & Promotional |
| <input type="checkbox"/> Mail Order House                                  | <input type="checkbox"/> Private Label             |
| <input type="checkbox"/> Mass  | <input type="checkbox"/> Export                    |
| <input type="checkbox"/> Wholesaler/Distributor                            | <input type="checkbox"/> Military                  |
| <input type="checkbox"/> Other (i.e. school, non-profit, janitorial, etc.) | _____  |
| <input type="checkbox"/> SPECIAL ORDER                                     | <input type="checkbox"/> Obsolete                  |

Zip Code to check for existing account \_\_\_\_\_

Years in Business \_\_\_\_\_ % of Business in Party Goods \_\_\_\_\_

Tax Exempt # \_\_\_\_\_ Customer Duns # (If listed with D&B) \_\_\_\_\_

Square Footage of Store \_\_\_\_\_ Square Footage of Party Goods Section \_\_\_\_\_

Estimated Initial Order Volume \_\_\_\_\_ Less than \$1000 \_\_\_\_\_ Greater than \$1000

Estimated Annual Hoffmaster/CE Volume \_\_\_\_\_

Related to any existing accounts (If yes, which ones & how) \_\_\_\_\_

How did you hear about Hoffmaster/CE? \_\_\_\_\_

Have you worked with a Hoffmaster/CE representative? Y N If so, name \_\_\_\_\_

Hoffmaster/CE products in which you are interested?

All Lines \_\_\_\_\_ Everyday \_\_\_\_\_ Prints \_\_\_\_\_ Tableware \_\_\_\_\_ Décor \_\_\_\_\_ Licenses \_\_\_\_\_

Seasonal \_\_\_\_\_ Other \_\_\_\_\_

Order submitted? \_\_\_\_\_ If not, expected order date \_\_\_\_\_

How will orders be submitted: \_\_\_Phone \_\_\_Fax \_\_\_HOST \_\_\_MOM \_\_\_Telxon \_\_\_Email

How will payment be remitted: \_\_\_ Check \_\_\_ Money order \_\_\_ Credit Card \_\_\_EFT \_\_\_Wire

Special shipping instructions: \_\_\_\_\_

\_\_\_\_\_

Additional Comments: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## CREDIT AND COLLECTION POLICIES

**Creative Expressions** welcomes the opportunity to extend an open line of credit to organizations with which we will be doing business. We have prepared this policy statement to explain our credit terms. If this does not answer all of your questions, please contact our Credit Department. We look forward to a mutually beneficial relationship.

### A. GRANTING OF CREDIT

1. A line of credit will be granted on the basis of the results of a credit investigation by the Credit Department as to the credit history and financial strength of the account in question.
2. All customers are required to complete and sign our credit application, which will provide the credit information needed to support the line of credit extended. This information will be held in strict confidence by Creative Expressions. If additional information or clarification is needed, the account will be contacted by the Creative Expressions Credit Department.
3. Payment in advance will be required when a customer's credit history precludes the extension of open account credit, a collection problem exists, or the urgency of the shipment precludes a normal credit investigation. These terms will be administered by the Credit Department as required.

### B. TERMS

1. All orders presented to Creative Expressions will have standard terms of net 30 from date of invoice or as stipulated from the applicable seasonal catalog unless otherwise specified by prior agreement. No terms or conditions of purchase orders different from the terms of Creative Expressions will become part of any sales agreement or other document unless specifically approved in writing by Creative Expressions. Terms subject to credit approval.
2. Late interest charges will be assessed on all invoices if payments are not made within Creative Expressions terms at the rate of 1.5 percent per month, which is an annual rate of 18 percent. Late interest charges will be due upon notification and will be treated the same as an invoice for collection purposes.
3. If per special promotion, an invoice has discount terms, the invoice must be paid within those terms or the discount will be disallowed. The account will be notified of the amount of discount disallowed and the check number involved. This amount must be included on the next remittance to Creative Expressions. Discount due date is determined by invoice date.
4. In the event a customer is sent to collections, there will be charges for any court costs, attorney's fees of not less than twenty-five percent (25%) of the unpaid amount of principal and interest and all other cost of collection incurred, all without relief from valuation and appraisal laws.
5. We do not accept post-dated checks. We will not be held responsible for post-dated checks sent to our lockbox. Payment due dates are based upon date of original invoice. Cash discount does not apply to payments being made with credit cards. Additional anticipation discounts for payments made earlier than discount due date will not be allowed. Post audit deductions are not allowed on invoices after 6 months from date of invoice.

### C. INVOICE ERROR OR DISCREPANCIES

1. If an account believes there is an error on an invoice, they should contact their Creative Expressions Customer Service Representative immediately. It is then Creative Expressions responsibility to investigate that error and resolve it as soon as possible. No post audits are allowed on invoices after 6 months from date of invoice.
2. Holding payment on a full invoice or the entire account, when only part of an invoice requires adjustment, is a violation of terms and will subject the entire invoice or account to interest charges and may result in disallowed discounts, if applicable.

#### D. "NOT SUFFICIENT FUNDS" (NSF) CHECKS

1. A \$50.00 charge will be assessed for all checks presented for payment which are returned to Creative Expressions due to insufficient funds, and will be treated as an invoice for collection purposes.
2. If an account submits two such NSF checks, the account may be placed on a "certified funds only" status for a minimum of six months. After that time, a new credit investigation will be performed. Based upon the results of this investigation, the Credit Department may elect to return the account to open status or maintain the account on a "certified funds only" status.

#### E. COLLECTION POLICY

1. A "Statement of Account" will be sent the first of each month upon request.
2. In the event that payment of an invoice becomes past due, the account will be contacted by the Creative Expressions Credit Department to determine if any problems exist with the invoice. If the account believes there is an error on the invoice, the Credit Department will take appropriate action to resolve as soon as possible.
3. If there are no discrepancies on the invoice, the account will be reminded of our terms, including late interest charges, and asked when payment will be forthcoming. If an agreement cannot be reached on a mutually acceptable payment date, the account will be placed on credit hold, which will preclude the shipment of future orders on an open credit basis until the account is no longer delinquent.

#### F. RETURN GOODS POLICY

1. All returns must be **authorized** by our Customer Service Department before the merchandise is returned.
2. Specified return instructions will be provided on return procedures, as well as return shipping labels.
3. Merchandise that is returned to us without proper return authorization numbers clearly displayed will be refused. Credit will not be issued for any merchandise for which advance authorization was not obtained, and will be issued only for goods actually received by Creative Expressions .
4. All returns not attributable to a Creative Expressions error are subject to a 15% restocking charge. Customer is responsible for freight charges for the return.

#### G. MINIMUM ORDER QUANTITY

1. All Creative Expressions orders must be a minimum \$500 if you have an established account on credit terms.
2. All orders less than \$500 must be paid for with a credit card or check in advance and the customer is responsible for the freight charges.

#### H. FREIGHT CHARGES

1. Freight is prepaid on all orders over \$500. Customer will pay the freight on any order less than \$500.
2. Free freight will include only normal freight charges as determined by Creative Expressions. The following freight charges will not be paid by Creative Expressions but will be charged to the customer: freight on orders where the customer selects a specific carrier outside of Creative Expressions authorized carriers, air freight or special charges for customer requested rush deliveries, call before delivery charges, and inside delivery charges.

#### I. BACKORDERS

1. Creative Expressions will attempt to completely fill all orders. However, some products will occasionally not be available for immediate shipment. Backorders will be processed according to how you have customized your Backorder Policy.

**FONDA/HOFFMASTER/CREATIVE EXPRESSIONS**  
Credit Dept.  
2920 N Main Street /P.O. Box 2038  
Oshkosh, WI 54903-2038  
Phone: 800-558-9300/Fax: 800-232-6140