



wholesale terms

A heartfelt THANK YOU to all our distributors and retailers! Your partnership has been essential in our journey to supply the highest quality yarn to crafters worldwide. This Branding Policy is designed to safeguard the Mountain Colors brand's integrity and support its growing reputation.

We kindly request that you adhere to the following guidelines when promoting and selling Mountain Colors yarn:

It's crucial to avoid any confusion in your usage. Specifically, your use should not imply any direct affiliation with Mountain Colors beyond being a partner. It should be clear to customers that you are an independent seller.

You are prohibited from using the names in:

- URL addresses - For example, opt for CraftyYarns.com instead of MountainColorsYarn.com
- **Email addresses** - For example, use contact@yarnlovers.com instead of MountainColors@yarnlovers.com
- **The name of your store or in web page titles not exclusively dedicated to Mountain Colors products** - For example, choose "All About Yarn!" over "Mountain Colors Yarn and More!"
- Links or drop-down menus that include non-Mountain Colors products - For example, label as "Yarn Selection" instead of "Mountain Colors Yarn"

Product Descriptions

Please ensure that Mountain Colors products are accurately described using official descriptions and photographs where possible. These resources are available on our website, in our catalog, or upon request.

Our Current Wholesale Terms are as follows:

- We are a wholesale distributor and only distribute to brick and mortar store owners open to the public with regular business hours.
- Your first order has a \$500 minimum, this may not apply to legacy customers, pending approval
- Free shipping for orders over \$500
- When ordering discontinued colors, you must order a minimum of 5 skeins
- At this time we are unable to offer NET 30, we may possibly explore this in the future

Pricing

We strongly recommend that US retailers/resellers maintain their online listing prices within 20% of the current MSRP. International retailers/resellers should adhere to the guidelines set by their local distributor, where applicable.

If we are dropshipping, please do not add extra fees to the shipping cost.

We reserve the right to discontinue sales to those who do not comply with our Branding Policy and will request our distributors to follow suit. Our main monitoring efforts will focus on non-specialized yarn resellers, as we do not sell directly to them.

We are eager to collaborate with you in representing our products. Should you have any questions or need further clarification, please do not hesitate to reach out to us at info@mountaincolors.com.

Thank you once again for your pivotal role in introducing Mountain Colors yarn to enthusiasts around the globe! We are excited to continue our partnership.