Dear CITC Dealers,

Effective immediately, below are the new guidelines for becoming and maintaining your position as a CITC dealer. Most of these new guidelines are not only for the benefit of CITC, but more importantly, have been created to protect our dealers against competitive companies and individuals who want to buy only one or two items direct at a dealer price. With this new program, this type of purchase will instead, be referred to you. If you have any questions or concerns, please feel free to call us at (425) 776-4950 or (888) 786-CITC.

DEALER GUIDELINES

- Dealers are our most important asset. Let us know what we can do for you.
- All new dealers need to purchase at least $1,000 worth of product for their initial order. If a dealer only wants to sell Fantasy FX products, they do not need to purchase $1000 worth of product to qualify.
- Existing dealers need to purchase a minimum of $1,000 worth of product within a calendar year (January through December), in order to continue to receive dealer pricing.
- If a dealer does not purchase at least the minimum amount within a calendar year, they will need to re-qualify. A new dealer application needs to be completed and a minimum order of $1,000 needs to be placed.
- A dealer needs to have a retail outlet or web page where customers can see and purchase CITC equipment.
- Equipment will not be sold without CITC fluids (if products use fluids) for all initial orders.
- Minimum fluid orders are by the case (4 gallons to a case), 5-gallon jug, or 5-gallon cubitainer. Single gallon bottles will no longer be available at dealer prices.
- Dealers need to advertise the use of CITC fluids in CITC products when applicable. (Warranties are only valid when CITC fluids are being used).
- If dealer has a website, they must advertise at least six of CITC's main products and CITC fluids for those products if applicable, or have a link to CITC's website.