VF WORKWEAR

Wholesale Product Guide
Website Navigation Manual

We at VF Imagewear, Inc. would like to welcome you to our Wholesale Product Guide website. We have taken great care to create a tool for you that is constantly up-to-date - more so than any printed catalog could ever be.

Our goal from the very beginning was to make the information within the Wholesale Product Guide more accessible, accurate and convenient. In addition to that, you'll have the ability to easily share the information you find.

From mobile to desktop and every major operating system in between, we've made sure that as long as you can get access to the Internet, this website will be ready when you are. And we're not done yet – over time we will be adding new functionality and smart enhancements to make this tool even more valuable for you.

So go ahead and get started! Make the most of the Wholesale Product Guide website with the following step-by-step guide. We hope you like it as much as we do!

V5 WORKWEAR

TABLE OF CONTENTS

NEED HELP?

We know we put some FAQs and help info in the back, but sometimes you need something quick so feel free to reach out if you need to:

Tommy Upson, Creative Director
VF Imagewear, Inc.
Tommy_Upson@vfc.com
615-565-5256

LET'S GET STARTED
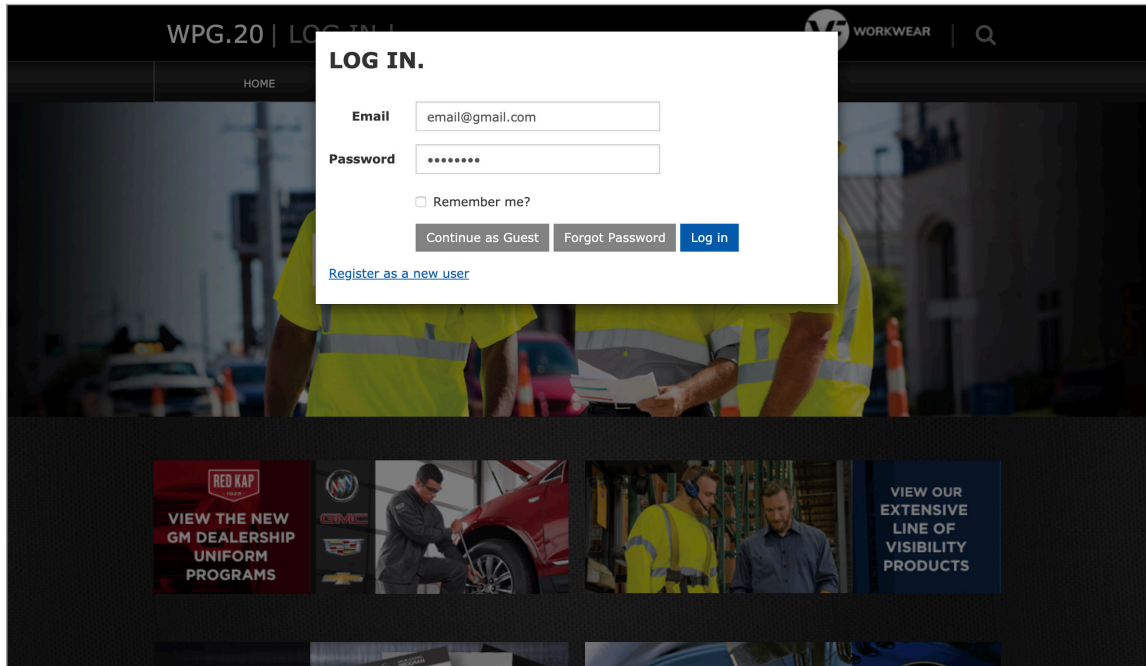
From any internet enabled device, make your way over to

WPG.VFImagewear.com

TIP:

Desktop users, don't forget to bookmark the website into your browser and for those who are on a mobile device, you can save it to your home screen for even quicker access! You'll get an icon just like this.

WHICH WAY FROM HERE?

If you see this screen, you're in the right place! You have three options:

1 Just looking for information without seeing any pricing or distributor info? Click on **CONTINUE AS GUEST.** You'll see everything in our catalog without any Wholesale List Pricing.

2 If you have a Log-In for this website, awesome! ... **Log-In!**
NOTE: This is **not** the same Log-In as what you might use for VFImagewear.com or the VF Imagewear Media Collective (DAM).

3 If you need a Log-In, you'll need to click the link that says **REGISTER AS A NEW USER.** The next page has more info about that.

REGISTER ... EASY AS 1, 2, 3

REGISTER.

Please fill out the following form in order to obtain full access to the WPG website. Required fields are marked with an *.

Affiliation*
- ● **VF Imagewear Employee**
- ○ **Current VF Imagewear Customer**
- ○ **Interested in Becoming a Customer**

First Name*

Last Name*

Email*

Confirm Email*

Password*

Confirm Password*

Phone Number*

Address*

City*

State*

Zip Code*

Register

1 Start by filling out the form. Fill out all of the required fields noted with an asterisk (*). If you are a current VF Imagewear account holder, please fill out your account / EDP number. It will help speed up the approval process. After you've filled it all out, click **REGISTER.**

2 You'll receive an email to let you know that we received your request. Give us 24-48 hours to process it (during a normal business week). In the meantime, feel free to enter as a "Guest" and look around.

3 Once you're **APPROVED**, you'll receive a confirmation email from us. If for some reason we have questions, we will contact you via phone or email to get the information that we need.

WEBSITE OVERVIEW
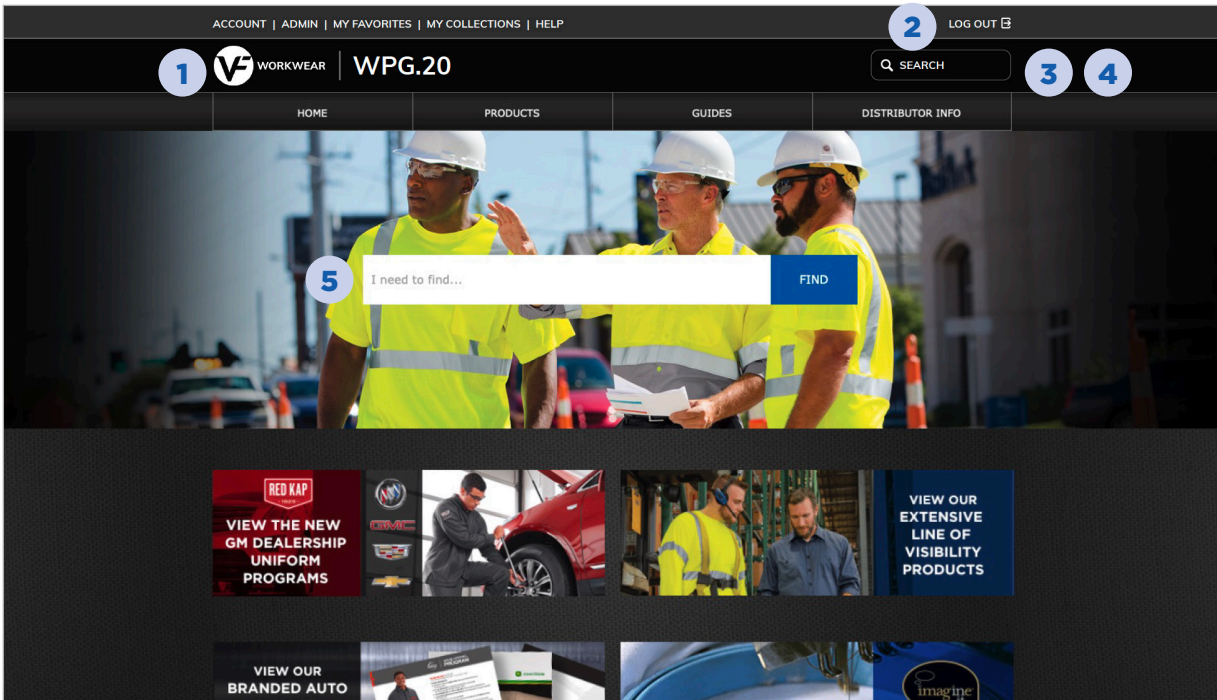
1   Click the **VF Logo** to return to the home page.

2   Click **LOG IN** to Log-In to the site. If you are already logged in you will have a top menu appear with additional options such as - my favorites, my collection, my notes, and help. To Log Out, simply select the Log Out button.

3   Click the 🔍 icon and search bar from any page on the site to perform a search. On the mobile platform, you will find this under the ☰ icon.

4   This is how you can search form the Home Page. Search by Lot #, category, product name, etc.

5   Use the **PRODUCTS** menu to search for all items by brand and type of clothing within that brand.
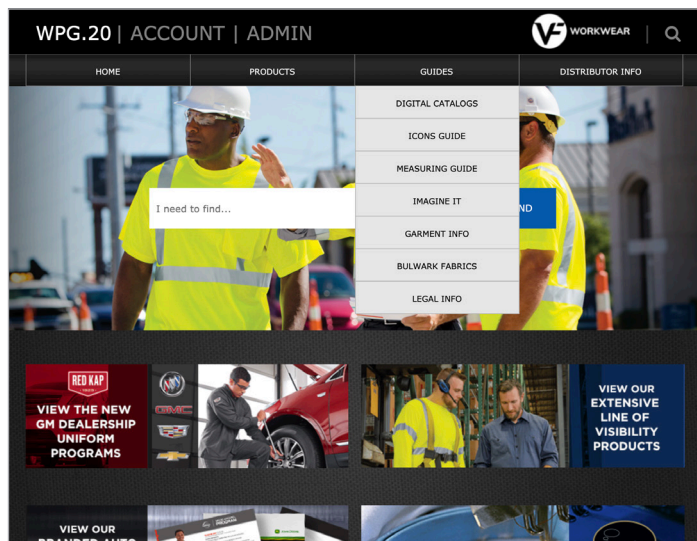
NAVIGATION MENU
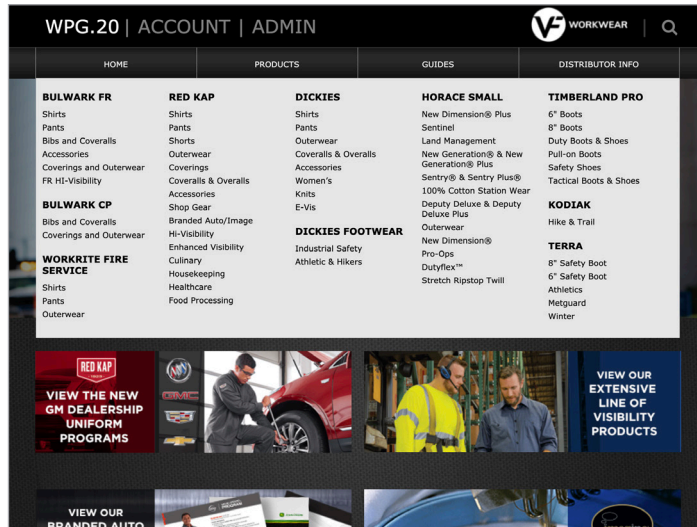
When you are viewing the website as a GUEST you will only see three options in the Navigation Menu.

When you click on **PRODUCTS** you will see all of the brands and sub-categories within the brands.

More on finding products by category can be found on page 10.

When clicking on **GUIDES** you will find a number of helpful resources.

DIGITAL CATALOGS- you are able to access the digital version of all VF Workwear catalogs. These can be downloaded or sent to a customer. You can also add these to any collection you have on your account.

ICONS GUIDE- We use a number of icons for features - find out what they mean here.

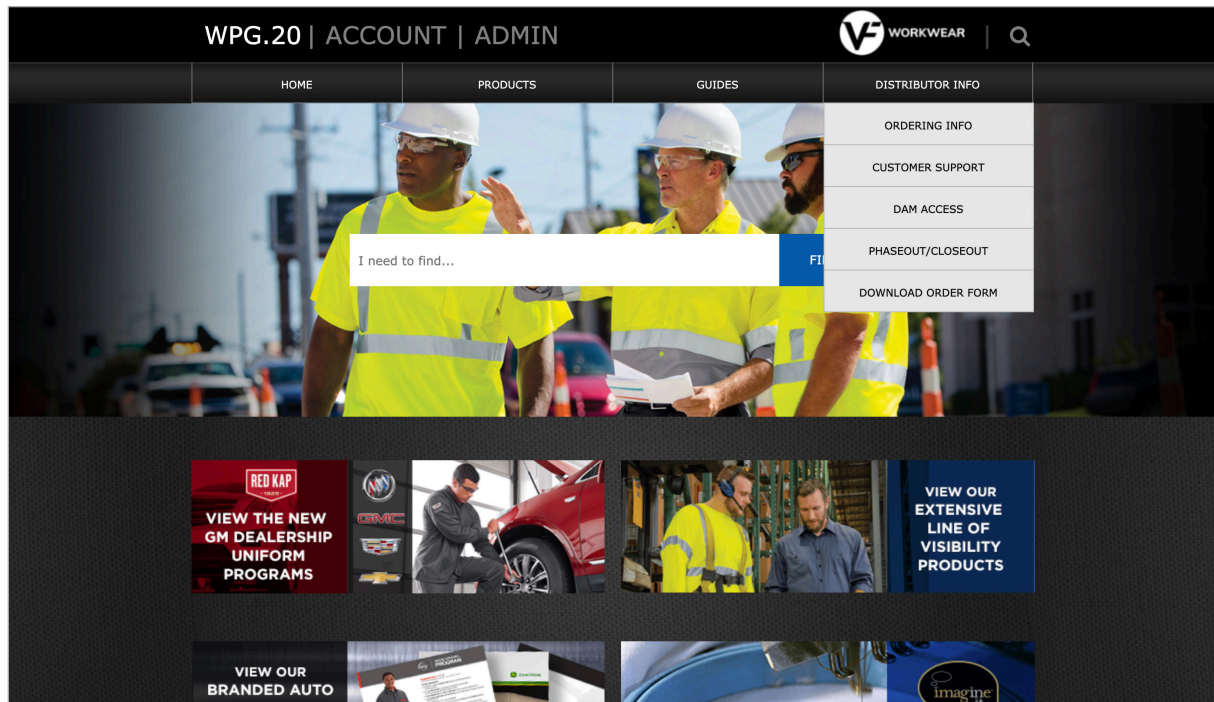**MEASURING GUIDE**- The only guide you need to size someone up.

IMAGINE IT- This is a comprehensive guide to customizing your garments.

GARMENT INFO- Information on garment care and non-stock pricing.

BULWARK FABRICS- Everything you need to know about our FR fabrics.

LEGAL INFO- Well, legal info.

NAVIGATION MENU

When you Log-In to the website you will get an additional section added to the Navigation Menu called **DISTRIBUTOR INFO**. This additional section is full of information and resources for our customers.
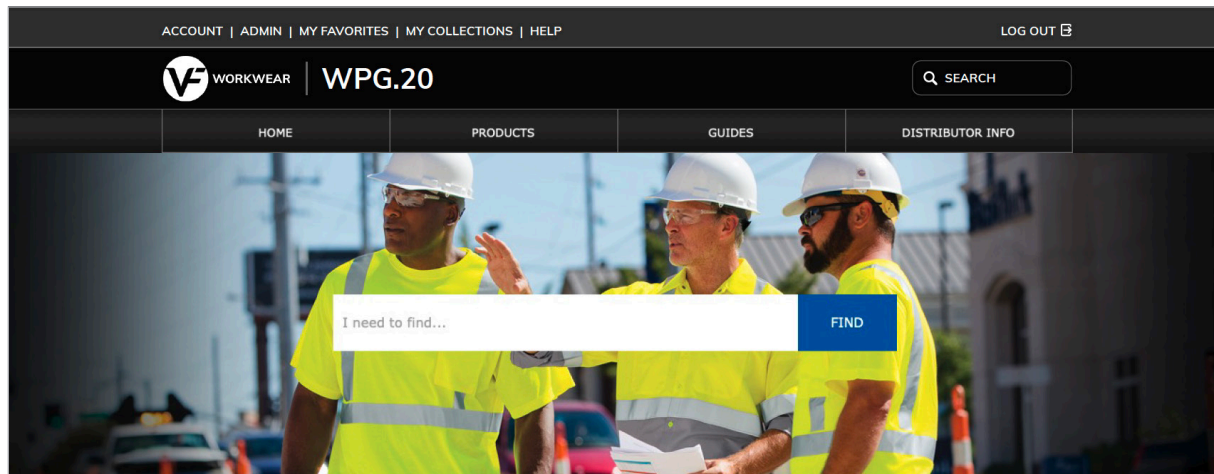
They are all pretty self explanatory, so click into to them to see what you find.

TIP:

Most pages have an envelope icon on them. If you click on the icon, an email will pre-populate itself with the subject line (whatever the page is named) and a link that will take the recipient directly to that page.
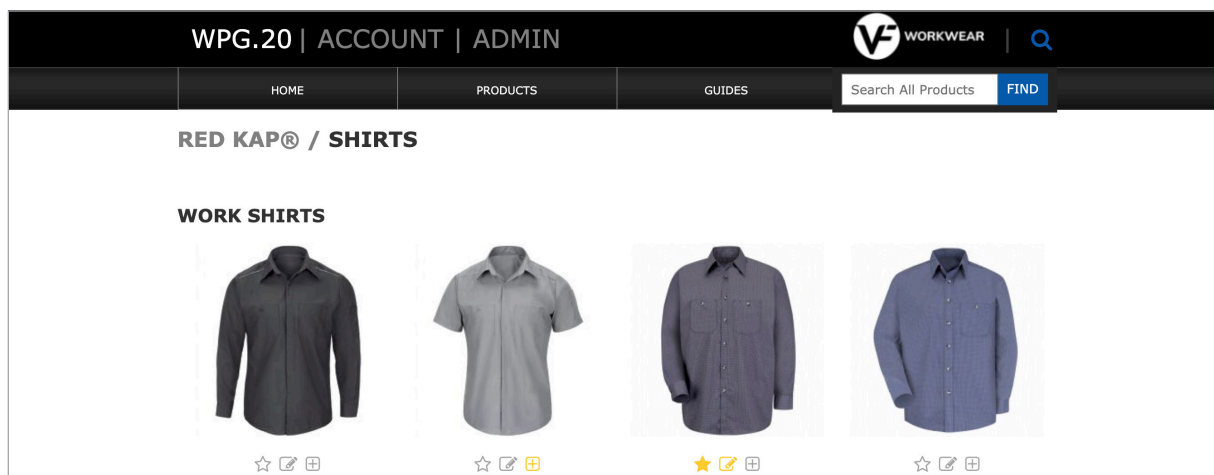
SEARCH

You can search for any product using the search bar on the home page. You will get the most success using specific terms like lot numbers or product names, but you'll find that categories like "women's", "hi-visibility" or "4.25 oz." will also get you some good results.

NOTE: The search function is **not** brand specific. It will provide you with the results from all products that best match your inquiry.

Here's another way! Use the 🔍 search bar at the top of any page on the site to perform a search.

FIND PRODUCT BY CATEGORY
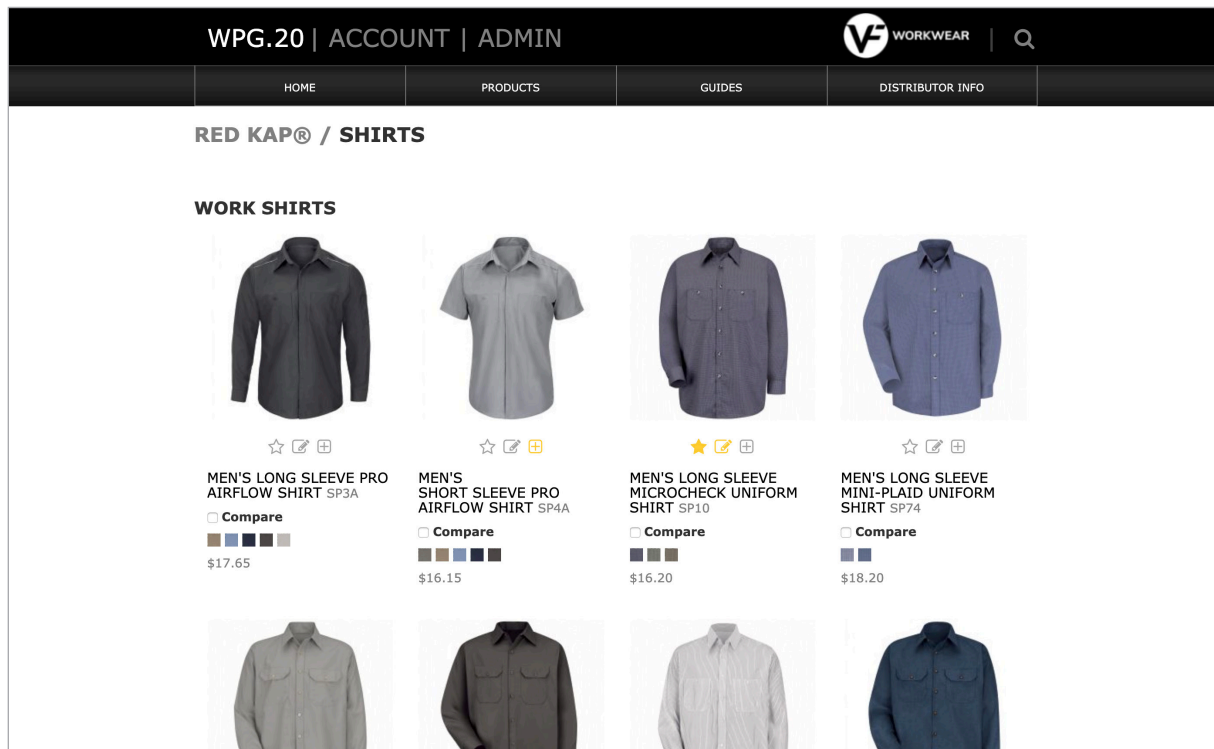
Once you navigate your way into a category, you will see what we call the GRID VIEW of products within that category. The website will only show you the top 8 results for each category. There is no logic as to what product shows up in those initial 8 results. To see the full selection of products within that category, you will need to click the link on left side, just below the initial 8 results that says **VIEW ALL [CATEGORY NAME]**.

TIP:

Shopping for products by price? Once you are logged in, you will see the price range for each garment in the Grid View. This prevents you from having to click in and out of pages to find the price. No one likes clicky people.

$6.50 - $8.00

LOGGED IN FEATURES
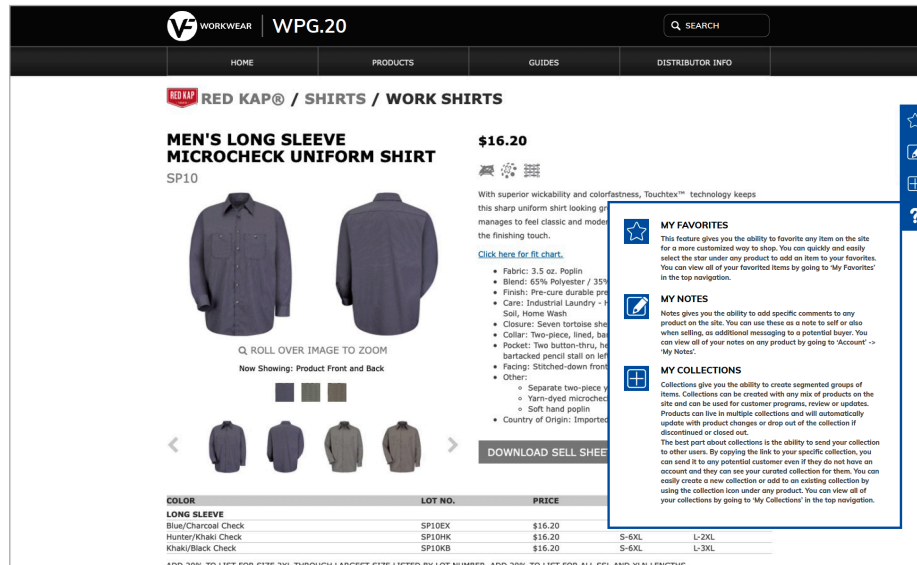
We have three features to help make your account better for you. Once you are signed in, you have access to the following features: My Favorites, My Notes, and My Collections. These features make it easier to sell to specific customers or have a customized shopping experience for yourself.

MY FAVORITES

This feature gives you the ability to favorite any item on the site for a more customized way to shop. You can quickly and easily select the star under any product to add an item to your favorites. You can view all of your favorited items by going to 'Account' -> 'My Favorites' or clicking on 'My Favorites' on your top menu when signed in.

MY NOTES

Notes give you the ability to add specific comments to any product on the site. You can use these as a note to self or when selling, as additional messaging to a potential buyer. You can view all of your notes on any product by going to 'Account' -> 'My Notes' or clicking on 'My Notes' on your top menu when signed in.

MY NOTES

Collections give you the ability to create segmented groups of items. Collections can be created with any mix of products on the site and can be used for customer programs, review or updates. Products can live in multiple collections and will automatically update with product changes or drop out of the collection if discontinued or closed out.

The best part about collections is the ability to send your collection to other users. By copying the link to your specific collection, you can send it to any potential customer even if they do not have an account and they can see your curated collection for them. You can easily create a new collection or add to an existing collection by using the collection icon under any product. You can view your all of your collections by going to 'Account' -> 'My Collections'.

PRODUCT COMPARISON

On the WPG, we offer the ability to compare products while you browse. The days of folding down a corner and flipping back and forth are long gone. Now, straight from either the category page OR the product page, you can add products to a comparison.

THINGS TO KNOW:

1. You can compare up to 4 items at one time
2. Your comparison will be visible no matter what product page you are on to help remind you what you were wanting to compare.
3. By going to COMPARE PRODUCTS you are able to see all of your items side by side
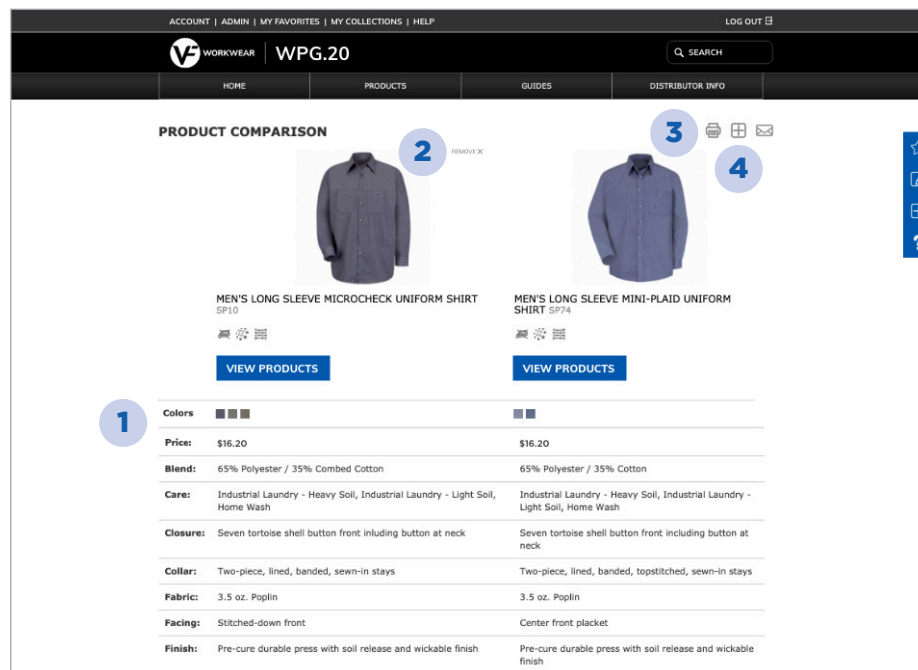
1   On the **PRODUCT COMPARISON** page, you can view all the features, color lots, and prices for your selected products.

2   You can select remove for each product as you are ruling out specific options.

3   You can use the printer or email icon for easy access to share your comparison with others

4   Want to add your comparison to a collection? No problem! Select the comparison icon at the top of the page

PRODUCT VIEW

VF WORKWEAR

HOME | PRODUCTS | GUIDES | DISTRIBUTOR INFO

1 RED KAP **RED KAP® / SHIRTS / WORK SHIRTS**

2 **MEN'S LONG SLEEVE PRO AIRFLOW SHIRT**

SP3A

$17.65

5

6

7

Click here for fit chart.

- Fabric: 4.25 oz. Poplin (Body)
  4.2 oz. Performance Mesh (Mesh Panels)
- Blend: 65% Polyester / 35% Cotton (Body)
  100% Polyester (Mesh Panels)
- Finish: TOUCHTEX™ with superior color retention and soil release
- Care: Industrial Laundry - Heavy Soil, Industrial Laundry - Light Soil, Home Wash
- Closure: Six concealed grippers
- Collar: Mesh-lined, banded collar with sewn-in stays
- Pocket: Button-thru right chest pocket, left chest pocket, utility pocket on left sleeve
- Other:
  - Reflective trim for added nighttime visibility
  - Longer shirt tail to keep tucked
- Country of Origin: Imported

3

8

Q ROLL OVER IMAGE TO ZOOM

Now Showing: Product Front and Back

9 DOWNLOAD SELL SHEET | ORDER INFO ✉

4 ‹ ›

10 COLOR		LOT NO.	PRICE	SIZES	
MEN'S LONG SLEEVE				RG	LN
Charcoal		SP3ACH	$17.65	S-4XL	L-2XL
Grey		SP3AGY	$17.65	S-4XL	L-2XL
Khaki		SP3AKH	$17.65	S-4XL	L-2XL
Light Blue		SP3ALB	$17.65	S-4XL	L-2XL
Navy		SP3ANV	$17.65	S-4XL	L-2XL

ADD 20% TO LIST FOR SIZE 2XL THROUGH LARGEST SIZE LISTED BY LOT NUMBER. ADD 20% TO LIST FOR SSL and XLN SIZES.

Here is how every product page is set up and how to use the information...

1 This is the Brand and Sub-Category Identifier. You can click any of the words to navigate backwards within that brand.

2 Product Name and Root Lot Number

3 Main Product Image- click on the images below to see front and back details

4 Swatches- Click on these to cycle through all of the colorways on the front view.

5 Icons- Hover over them for the definition of what they mean. A full guide is available under Guides in the Navigation Menu.

6 Romance copy- Everything that marketing wants you to know about that product. Great for presentations and websites.

7 Link to Fit Chart- You'll be impressed, see page 13.

8 Garment info including Features and Benefits. Also great for presentations and websites.

9 You can either download a sell sheet or email a link to this page. More info on pages 14 & 15.

10 Color, Lot and Size information. Some sizes may show up in a grid under the swatches.

FIT CHARTS

Almost every product within the Wholesale Product Guide has been assigned a fit chart. When you click on the link that says **Click Here for Fit Chart**, you will see the fit chart that has been assigned to that garment.

In a few cases there are both men and women women fit charts assigned to a single product. In those cases, we have provided links to both.

TIP:

Looking at the fit chart on a mobile device? You'll see that the text is pretty small. You can easily zoom in to them to read them better.

SELL SHEETS

Every product allows you to create a sell sheet for it on the product page. These can be used for any sales opportunity as a great resource. The sell sheets include information from the product page, lot number and colorway choices, as well as the fit table if necessary.

Our newest feature is being able to select which colorway you want as the main image as well as the ability to exclude specific color options. Once these selections have been made on the module, by clicking 'Download Sell Sheet', your custom sell sheet will save to your computer.

NOTE: Please do not store and reuse the Sell Sheets. Changes to product will happen over time and you are better off creating new Sell Sheets. We just don't want you using something that's out of date.

EMAIL A LINK

All product pages have an envelope icon on them like this. ✉ If you click on the icon, an email will pre-populate itself with the subject line (product or page name) and a link that will take the recipient directly to that page.

PRICING AND MORE

When you Log-In to the website, Wholesale List Pricing is populated across every product that has a price assigned to it. Below are the four additional items that you will find on a product page once you are logged-in.

NOTE: If you are logged-in as GUEST, you will not be able to see pricing.

1   Quickly see the price range for the products that are shown on that page. This price range will also show up in the Grid View.

2   Order info Button- The order info button will take them to a page that outlines the process for ordering product from VF Imagewear in both Canada and the United States.

3   Pricing now shows up next to each Lot Number.

4   Footnotes- Special pricing information can be found at the base of each Color, Lot, Price and Size chart.

FAQs

Will you be printing any Wholesale Product guides?
No, the Wholesale Product guide is only offered online. But the nice thing is that no matter where you go, as long as you have access to the internet you'll have a WPG. Isn't it amazing that we were able to create one to fit in your pocket?!

I forgot my password. What do I do next?
No problem, just click the "FORGOT PASSWORD" link on the Log-In window and follow the instructions. You'll be back in business in no time.

Will my pricing show up when I'm logged in to the website?
No, the pricing that is shown will be the Wholesale List Price, hence the name Wholesale Price Guide.

How accurate and up-to-date is the information on the web site?
The information on the WPG website is as up-to-date as possible, but we aren't perfect. VF Imagewear, Inc. (VFI) strives for accuracy in our advertising and websites, but errors in pricing and/ or photography may occur. VFI reserves the right to correct any such errors. Photography is for illustration purposes only and may not reflect actual product.

HELP!

I think something's wrong.
I'm having trouble logging in.
Am I at the right place?
I've got an idea!

If those are the thoughts running through your head please contact:

Tommy Upson, Creative Director
VF Imagewear, Inc.
Tommy_Upson@vfc.com
615-565-5256

WORKWEAR