



**Genuine Sources**

**Australia**

ABN 59 346 705 065

<http://www.genuine-sources.com>

[sales@genuine-sources.com](mailto:sales@genuine-sources.com)



***NicoTar Less™***  
***Disposable Smoke filters***

**Authorized Reseller  
Program**





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## Introduction

Authorized reseller Program is aimed to assist everyone who is interested to come to be Genuine Sources resellers or franchisers for NicoTar Less™ Disposable smoke filters on territory of all Australian states. This encompasses Big or small business, retailers, agents, as well as individual members of the general public.



While providing a useful source of information for all Genuine Sources clients, this Guide is particularly aimed at assisting small business and general public, especially those that have not previously been involved in reselling goods.

This Guide also draws attention to other legislative requirements that must be complied with in order to successfully complete resellers / franchisers obligations.

In addition, this Guide highlights a number of scenarios in which we can provide you with more options to expand you business and profit but keep clients and customers protected.



This Guide gives an overview of the Our company structure, our product overview, resealing rules, regulations and processes. It explains some of the Genuine Sources issues goods locally. For more detailed information, contact the Genuine Sources management team on 0400 688 644 (Vlado Vangev) or 0413 555 664 (Toni Lazarov), or by [email](#) anytime.





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## About us

Genuine Sources is Australian company established from reliable, enthusiastic management team who know the importance of a strong business to business relationship, supplying a quality product and servicing client needs. We pride ourselves on a high level of customer satisfaction, and our ability to adapt ourselves to ever changing client needs and expectations. Developing long-term relationships is our aim when undertaking any project. An efficient supply chain is at the heart of every successful service business. It means the difference between just being in business and being prosperous in business.



## Vision

Genuine Sources vision is to be recognized nationally and internationally as a B2B, B2C provider of supply chain solutions that regularly seeks to exceed our partners and customers expectations through efficient operations, exceptional service and lower total supply chain costs, while providing return to our shareholders.

## Commitment

Our Commitment is to provide excellence in customer service and quality to our clients and their customers while sharing in the benefits of continuous improvement through enhancement and innovation.

This is achieved through three key strategies:

- Understanding our customers needs and developing a joint charter that guarantees constant reviews to meet their changing circumstances,
- Empowering our employees to be accountable for areas they are able to control by drawing on Genuine Sources core competence and those of our carefully selected strategic partners,
- Monitoring and responding quickly to business changes affecting our business and those of our customers.

We believe in conducting business ethics with open and honest approach in all aspects of business and expect the same commitment from our partners.





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## Government Statistics

"More than 19,000 Australians die each year from tobacco related diseases. Each week nearly 90 Victorians die from diseases caused by smoking compared with 16 deaths each week caused by alcohol, 8 deaths each week caused by road accidents and 5 deaths caused by illicit drugs. Tobacco smoking is a cause of 26 conditions resulting in illness and death in smokers. One in two lifetime smokers will die as a result of their habit. Many smokers will suffer from reduced enjoyment of life as a result of smoking related diseases. Most smokers take up smoking when they are young, usually under the age of eighteen. Many smokers would like to quit..."  
(\*Victorian Government Health Information).

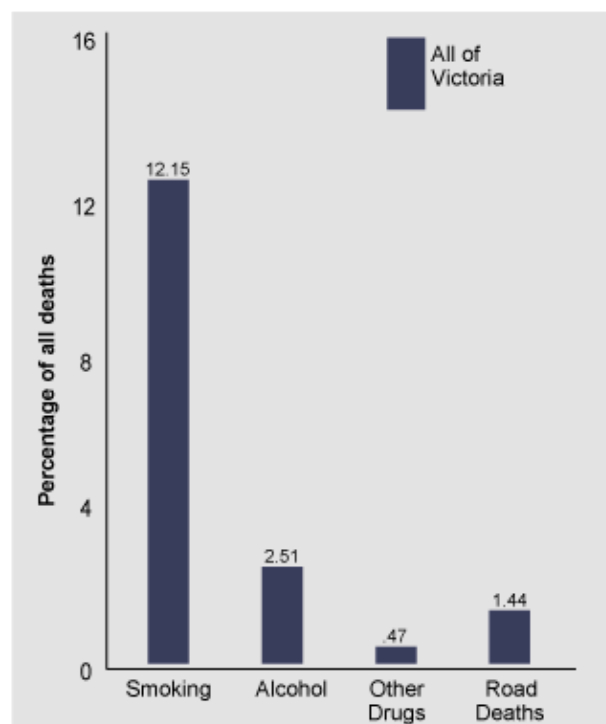
### Annual deaths including avoidable causes

Cause	No. of deaths
(All deaths).....	(32501)
Smoking.....	3950
Alcohol.....	817
Other Drugs.....	153
Road Deaths.....	468
<u>Annual deaths due to smoking</u>	

Disease	No. of deaths
Lung cancer.....	1445
Mouth and throat cancer.....	63
Other cancers .....	409
Heart disease.....	718
Stroke .....	225
Chronic bronchitis & emphysema.....	1021
Total deaths due to smokin .....	3950

\* Data for deaths during the four-year period 1999 - 2002 provided by the Cancer Epidemiology Centre, The Cancer Council Victoria, 1 Rathdowne Street, Carlton Vic 3053

Percentage of deaths from avoidable causes





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## Product

NicoTar Less™ are recognized most affective cigarette filters, drastically removing tar, nicotine and other hazards from cigarette smoking without altering the taste of your favorite cigarettes.

With use of NicoTar Less™ cigarette filters you reduce nicotine intake which in result reduces your nicotine dependency.

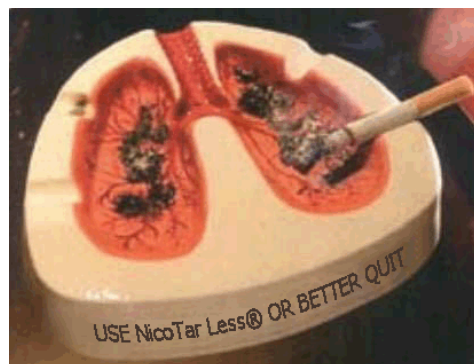


NicoTar Less™ cigarette filters are clear so you can see the amount of tar, nicotine and hazards NOT entering your lungs which otherwise will stick to your teeth gums mouth throat and lungs.

NicoTar Less™ filters testing by Independent laboratories under FTC protocol returned astonishing results, concluding that NicoTar Less™ Cigarette Filters reduce tar and nicotine up to 86%. Best of all there is no change in taste of your cigarette.

## Advantages from using NicoTar Less™ Filters.

- Reducing intake of hazards in to your lungs.
- Regaining natural color of your teeth.
- You may notice morning cough disappear.
- Better morning breath and taste.
- No more brown black spots on your fingers.
- Smoke dependency and cravings are reduced.
- Less substances are released back into the air.
- A smoother taste is achieved.





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## How to use?

Place the cigarette filter tip on the end of your cigarette and smoke normally.



## How it works?

The NicoTar Less™ has four very small holes/tubes inside the pink colored piece. When inhaling a cigarette, the smoke passes through the small tubes at high speed, which presses the smoke as well as the fixed particles in the smoke. When the fixed parts (like tar and nicotine) are leaving the tubes, a type of decompression takes place, what makes it hit at the end of the hole. The results are already visible after smoking only one cigarette. When pink colored piece it's covered its time to change the filter with a new one. One filter can be use to smoke 5 to 10 cigarettes, depends from the brand, size and quality of a cigarettes.

NicoTar Less™ cigarette filters are the perfect solution for a smoker who is worried about his health or good start to QUIT smoking.

NicoTar Less™ Cigarette Filters significantly reduce tar and nicotine, with absolutely no change in taste.

**If you choose to smoke, Do Not smoke without NicoTar Less™ Cigarette Filters**

## Market

Consumers do not buy what they do not know. NicoTar Less™ is focused on a straight marketing strategy that appeals directly to the consumer for quick market entry.

## Retails

Expos, publications and the wholesalers, inform the retailer. The "try before you buy" 2-pack is the instrument for the retailer to ensure NicoTar Less™ obtains the exposure it needs among customers. It is worthwhile for retailers to give these samples to their customers. This little offer will focus the consumer's attention on the NicoTar Less™ filters and in many occasions this directly will lead to the sale of NicoTar Less™.



2 Pack "TRY BEFORE BUY"



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## Packing

NTL = NicoTar Less™ smoke filter

NTL24 = Unit pack contains 24 NTL

DBNTL24 = Display box contains 24 x NTL24 = 576xNTL

MCNTL24 = Master carton contains 24 x DBNTL24 = 576 x NTL24 = 13824 NTL

360 x MCNTL24 = 20' FCL.

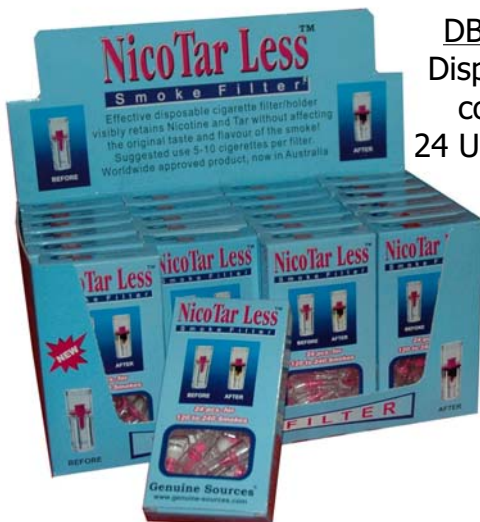
**1 x MCNTL24 = weighs 16.5 Kg's**



NTL  
NicoTar Less™  
Disposable smoke filter



NTL24  
NicoTar Less™ Unit Pack  
contains  
24 Disposable smoke filters



DBNTL24  
Display Box  
contain  
24 Unit Packs

MCNTL24  
Master Carton  
contains  
24 Display box's





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## PRICING

UNIT Code	UNIT Contain/s	1 MCNTL24	2 to 10 MCNTL24	11 to 50 MCNTL24	51 to 100 MCNTL24	360 (20' FCL) MCNTL24
NL24	1	\$ 2.10	\$ 1.75	\$ 1.40	\$ 1.25	\$ 1.00
MCNTL24	576	\$ 1,209.60	\$ 1008.00	\$ 806.40	\$ 720.00	\$ 576.00

All prices are GST included

### Scenario 1.\*

#### 1 MCNTL24

This scenario is acceptable for resellers from general public or reselling into your own shop. There's no need to invest big amount of money, work scenario for one maximum two people involved.

Profit depending from involved resellers' skills, but in the worst situation profit is significant.

Average retail price for packet of NicoTar Less smoke filters is AU\$3.50 to AU\$4.00

\*Conditions apply

### Scenario 2.\*

#### 2 to 10 MCNTL24

This scenario is acceptable for team of resellers involved or owner of more than one retail shop (small-medium business). Good stock for reselling on local markets, online, supplying local retail shops...

\*Conditions apply

### Scenario 3.\*

#### 11 to 50 MCNTL24

Scenario acceptable for a team of resellers, company buyers for supplying own chain of retail stores or wholesalers. With that price and quantity you profit its significant 80-180% margin, depends from which way you can sell: wholesale or retail.

\*Conditions apply

### Scenario 4 \* "

#### 51 to 100 MCNTL24

With this scenario you receiving special deal which gives you right to change packet and colour interface. We can design packet, display box, master carton to your company/individual specifications, including your company/personal details: name, logo, phone numbers, colour... product which you can present to the local market. Very important is that we not changing product name from NicoTar Less to different one, because NicoTar Less is registered trademark name for that product. Profit afterwards is all yours and depends from your market presentation.

\*Conditions apply.

" Sales are Limited

### Scenario 5 \* ^

#### 101 to 360 MCNTL24

This scenario included all benefits like scenario 4, plus you receiving franchisee right to your state and we are totally out from your state market. This mean you are exclusive supplier/seller into your state with no future mixing with any of our resellers or dealers. All your state market will be covered just from your resellers, dealers, shops, business partners...

\* Conditions apply.

^ Numbers of buyers and territories are limited



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### **Terms & Conditions**

1. These are the terms and conditions applicable to the Genuine Sources Value Add Authorized Reseller Program. Genuine Sources will notify you of your account number if your Reseller application is accepted and you are qualified as a Genuine Sources Reseller. As an authorized reseller, Reseller will have the non-exclusive right to sell such products as Genuine Sources authorizes for resale from time to time. Reseller shall provide to Genuine Sources such reports as may be requested by Genuine Sources from time to time.
2. Reseller must use commercially reasonable efforts to sell Genuine Sources products. To qualify for Genuine Sources reseller program as described herein, a Reseller must modify, such as customize and/or repackaging, Genuine Sources product so as to add value to the Genuine Sources product before reselling it.
3. Reseller will display Genuine Sources logo within business location and/or on Web site where Genuine Sources products or graphics are displayed.
4. Reseller will inform Genuine Sources of any needed account changes.
5. Reseller will pay for all products at the prices established by Genuine Sources, and in effect at the time of shipment. Shipping and handling charges will be added to the invoice. Genuine Sources reserves the right to adjust prices from time to time in its sole discretion.
6. Reseller will place orders totaling at least AU\$8000.00 each calendar year. This does not include shipping charges or taxes and is after applicable Reseller discount. Failure to do so will result in termination of this agreement. Terminated Reseller may reapply only with qualifying \$3500 order.
7. Generally Reseller payment will be made by direct bank deposit, cash or cheques at the time of the order. If Reseller wishes to purchase on credit, Reseller must complete, sign and submit to Genuine Sources a credit application. Based upon the application, Genuine Sources reserves the right to establish a credit limit and to limit Reseller purchases to that credit limit. All invoices must be paid within thirty (30) days from the date of the invoice. Past due invoices will bear interest at the highest rate permitted by law. In the event collection activities are undertaken by Genuine Sources due to an unpaid account, Reseller will pay or reimburse Genuine Sources for all costs of the collection, including reasonable attorney fees. Genuine Sources reserves the right to charge different prices for credit sales than cash sales.
8. All products will be shipped to Reseller's address listed on the application. Genuine Sources will not ship products ordered by Reseller directly to Reseller's customers.
9. Either party may terminate this Agreement without cause, upon thirty (30) days written notice to the other party. Genuine Sources reserves the right to decline orders from Resellers who (a) are in violation of these terms and conditions, (b) are in violation of company policies and procedures with respect to the Reseller Program, (c) have past due accounts or (d) are in excess of their credit limit.
10. Genuine Sources warrants to Reseller that: (a) the products sold hereunder conform to Genuine Sources specifications for such products as set forth in any catalogs distributed by Genuine Sources to Reseller; and, (b) the product sold will not infringe upon any copyright, trademark or intellectual property rights of any third party. In the event of a breach of any of the foregoing warranties, Genuine Sources may, at its option, replace any non-conforming or infringing product with non-offending product or provide Reseller with a refund for any offending product. THIS REPLACEMENT OR REFUND SHALL BE THE RESELLER'S SOLE AND EXCLUSIVE REMEDY.
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13. Genuine Sources may from time to time provide discounts, samples, sales assistance and such other sales promotion items (collectively the "Sales Promotions") on such terms and conditions as Genuine Sources determines to be appropriate. Genuine Sources reserves the right, in its sole discretion, to amend, modify or eliminate any Sales Promotions and shall provide notice thereof to Reseller. Such notice may be given by mail, e-mail, facsimile transmission or by posting on Genuine Sources Web site at [www.genuinesources.com.au](http://www.genuinesources.com.au)
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