

DESIGN EYEWEAR GROUP LOYALTY PROGRAM

Our Brand Scale

Brands	FACE A FACE	Alium	Kilsgaard	WOOW	NIFTIES	ProDesign	Inface	William Morris	Charles Stone
Points	3	3	2	1.5	1.5	1.5	1	1	1

Levels of Status



LOYALTY PROGRAM		Partner	Premium Partner	Ambassador
Shipping Costs	Free Shipping: Web, EDI	X	X	X
	Free Shipping: Travel order		X	X
	Free Shipping: Phone Order		50%*	X
	Free Shipping : frame on approval			X
	Free Shipping : frame on approval return			X
Service and Aftersales	Exchange 1 : 1 Sun	1 for 4	1 for 2	X
	Extension 3 years warranty			X
	Double points for a new brand opening	X	X	X
	Personal uses 'Buy one get one Free'	X	X	X
	Monthly batch invoice / Optional		X	X
	Starting point gift next year	0	25	50
	After sales no return though web	X	X	
	Free after sales shipment - No registration / picture needed			X
Marketing	Visibility on Brand site and store locator	X	X	X
	Welcome kit - new brand	X	X	X
	Specials brand kit (Mirrors, special display, shop decoration...)			X
Training	DEG Academy training platform access*		To come	To come

* Free from 2 frames