B2B Wholesale Order Advice

We are thrilled to have you interested in carrying our handmade collars and leashes! Our products are in select retail shops throughout the country - you'll be offering designs to your clients they've likely not seen before!

To sign up for a wholesale account, simply create an account from the top right corner of our home page www.ifitbarks.com (click on "MY ACCOUNT" to get started). Once you've completed the account creation, send an email to nicole@ifitbarks.com so we can grant your account the wholesale status. You'll receive an email in return informing you to log back in where you'll be able to shop and check out with wholesale pricing!

The set of base products that's right for your shop is dependent on your client base - both the people and the dogs.

- If you have clients with mostly small breeds, then you'll want to focus your collar line on the 3/4" and 1" widths in small and medium sizes.
- If you have clients with mostly medium to large breeds, then you'll want to focus almost solely on 1.5" widths - they are a big selling width for us. And the most versatile size is medium. Large is reserved for the very biggest of dogs.
- The number of items depends on your budget. We do not have a specific minimum order, but we do encourage you to get a wide range of designs and colors so your display will catch the attention of your clients.
- Once you are an established reseller, you can place special orders for your clients.
- We offer custom sizing - just select "Custom" under the "Size" option and enter the dog's neck measurement (and head measurement if ordering a martingale.) We will make the collar with adjustability on either side of that measurement.
- We can drop-ship directly to your customer - simply enter "DROPSHIP" in the Comments box at checkout and we will not include the invoice/receipt in the package.
- Allow 10-14 business days for full wholesale orders. Custom and dropship orders will ship within 1-3 business days.

And a few pointers:

- Don't forget the matching leashes. The 1.5" wide leashes are popular with the larger breeds. We don't recommend getting a leash for every collar as some clients are only shopping for collars. Order one to every three collars of the same design. So if you order 6 Centerline collars in different sizes, get 2 leashes.
- Select your favorite color combos and order several so you can offer various widths and sizes of the same design. This minimizes the situation where a customer sees one they love, but not in their dog's size.
- If that does happen, remember you can take a special order for that customer and log in to your If It Barks account to place their order. Ship it to your store or directly to the customer. We don't have a minimum order to meet.

Here are a few of our top all-time sellers from our Collection:

Centerline
Hemp
Peppermint Ice
Layered Grey Polka Dots
Poppy
Patriotic
Layered Bones
Blueberry
Layered Gone Fishin'
Cocoa
Shortcake
Layered Chicks
Peacock

You can also design your own color combinations using either hemp or nylon webbing as the base material.

I hope this information is helpful. If you still have questions, please contact Nicole at 919-649-3372 or nicole@ifitbarks.com and we'll get you up and running with If It Barks products in a snap.

Nicole Robbins
Founder and Creative Director, If It Barks
Phone or IM: 919.649.3372
www.ifitbarks.com
www.facebook.com/ifitbarks
www.instagram.com/ifitbarks
www.twitter.com/ifitbarks