

# identity



We're excited to announce the launch of identity Direct 2 Store!

Are you a retailer without a distributor currently offering service in your region? Are you a restaurateur, coffee connoisseur or budding brew-master looking to add a few healthful, easy to prepare meals for the pets that visit your restaurant, coffee shop, bar or brewery?

## DIRECT STORE

identity Direct 2 Store is a revolutionary new online wholesale (retailer-only) fulfillment program. For a flat fee of \$9.95/order (minimum order 5 cases), we will ship any of our canned or frozen products direct to your location(s) via UPS or FedEx. The fee is \$14.95 for any order less than 5 cases or if the order includes canned goods + frozen goods. All orders typically arrive within 3-5 business days & you can order from us 24/7 without a dedicated delivery day (of course we can help arrange a dedicated delivery day schedule if you like). You can pay by credit card, check or ACH! It's that easy! All we require is a copy of your resale license & a quick bit of information about your business to set up an account. If you require credit, we have a separate credit application.

If you're an eligible retailer interested in participating, simply email us at [customercare@identitypet.com](mailto:customercare@identitypet.com) & we can send pricing & ISO information right away! Once you're signed up we can give you access to our [identitypetdirect.com](http://identitypetdirect.com) web store for easy ordering. In the meantime, just let us know what you'd like to order by email and we will process & ship product right to your storefront!



## Retailer Account Sign-Up

**Retail Store Legal Name**

**Business Legal Structure**

**Address**

**Address 2**

**City**

**State**

**Zip**

**Federal Tax ID/EIN**

**Resale ID** (must email a photocopy of the license to identity)

**Buyer Contact Name**

**Buyer Contact Email**

**Buyer Contact Phone**

**Accounting Contact**

**Accounting Contact Email**

**Accounting Contact Phone**

**Appointment Required for Delivery?**

**Send Resale/Tax Exempt Certificate to:**  
**customer care@identitypet.com**