

pure | zing



supplier information

pure | Zing
... for a better lifestyle



A nutritious diet, an environmentally friendly home, and the use of natural and organic products in all facets of life are the most important choices the consumer can make for their health and that of their family.

Consumers are beginning to realize the benefits of organic and natural living, not only in terms of their own health, but also in terms of sustaining the environment and the health of our planet.

Study after study has revealed that organic and natural foods contain considerably more nutrients than anything produced using chemicals. Additionally, studies have proven that foods, body products and cleaning products that contain carcinogens and toxic substances are responsible for diseases such as cancer.

However, *PureZing* also realizes that there is mounting confusion for consumers as they attempt to rid their body, homes and cupboards of unsafe, chemical-laden products.





Living healthy shouldn't be a chore, nor a research project

PureZing makes living a healthy lifestyle that much easier for today's families by providing our readers with an amazing selection of delicious natural and organic food, unique personal care and household products – all of which are pre-screened and approved by our panel of experts.

PureZing does all the research for our customers, carefully examining the ingredients, and analyzing each and every product that we offer on the site before approving a listing for any of our suppliers.

All of the products that achieve a listing on our site have been through this strict approval process and are free of artificial preservatives, colors, flavors, sweeteners, hydrogenated fats, carcinogens, chemicals and toxins.

PureZing is against any use of trans fats and hopes to help push to ban them from the supermarket shelves!

We will review products with ORGANIC canola, however we will not review products with unfermented soy, or regular canola. Furthermore, we only approve listings for meat and poultry products that are free of hormones and antibiotics, as well as fish that are proven low in mercury.

***PureZing* believes that products in their purest state – that is, free of chemicals, toxins, artificiality and preservatives – make for the most nutritious food and best product experiences available.**

PureZing has a special interest in supporting limited-scale manufacturers, farmers and artisans rather than the mega corporations whose products are on every grocery store shelf.

We believe that buying organic and natural products is one way to sustain the earth for future generations and we are thoroughly committed to raising the profile

Satisfying our Customers

with pure, delightful, delicious products

of both industry leading producers and those that support their local businesses and farmers.

We strive to provide a generous selection of healthy and wholesome foods, cutting-edge household products and safe and unique body products. We are constantly adding new products to our database.

We search for products locally and from all over the world, bringing the best of the best right to our customer's doorstep, allowing dedicated food artisans and small producers of unique personal care products to deliver their goods to previously unreachable consumers.

Our customers know that every product that receives a listing on *PureZing* has been thoroughly assessed to ensure a quality standard that both consumers and suppliers are proud of. Only the best foods and products will be featured.

PureZing is where the discriminating, health-conscious consumer looks for unique boutique and gourmet products that cannot be found at their local stores.

Many of the products that we feature are grown and bottled on small farms, while others are produced by dedicated and creative mother/daughter teams, single mothers, small businesses and couples. The *PureZing* customer can find home-baked goods, homemade soaps and bath products, and little known cutting-edge information and household goods that promote a health lifestyle. *PureZing* searches and finds the best of everything natural and organic and puts it all under one web roof for the health-conscious consumer to read about and discover.

“Where else can you get your product raved about, marketed, promoted in creative ways ... and all for no risk? *PureZing*! We're thrilled that our products are so beautifully presented, and it doesn't cost us anything until THEY bring us a customer!”

Linda Prucha, *HelioNautix*



Becoming a PureZing Supplier

Your Products, Our Site

PureZing is a quality-oriented listings site that features pure and unusual products that are hard to find in local markets. We bring both larger suppliers and artisanal producers the opportunity to forge a dedicated customer base by way of direct sales opportunities.

The *PureZing* site allows you to raise the profile of your products and generate a new customer base by way of a trusted, quality-controlled site. You can be assured that your products will be listed only among the best so that you can gain access to niche markets that may have previously been unavailable to your company.

Increased Customer Awareness

You know that the more ways a consumer can experience your product and message, the more confident they will be in making a purchase and remaining a loyal, repeat customer. To give your product and brand the most exposure to every *PureZing* reader, we have created a variety of free services that encourage supplier/customer contact:

- All products receive their own third party review and are featured on their own *PureZing* web pages, complete with images and links to supplier's site for purchase.
- There is no time limit to how long a review may remain on *PureZing*
- Suppliers may submit articles of interest to the Articles Page on *PureZing*
- Suppliers may submit recipes that use their reviewed products on the Recipe Page of *PureZing*
- Suppliers may be interviewed for Zingcasts (streaming audio) to explain interesting facets of their process of product. A new Zingcast will be featured in the *PureZing* newsletter and on the *PureZing* site each month

“What a way to get the word out! Where else can the web consumer go and in one stop get such a variety of pure products? Each product we submitted was given a thorough description. They make it easy for the supplier as well as the consumer.

We're a small company and *PureZing* drives new traffic to our web site that I feel we might not get otherwise. It's a brilliant idea, well executed and run professionally. I am truly excited to be a part of it!”

Marcia McQuaig, *Minorcan Datil Pepper Products*



PureZing Standard Requirements Cont...

No up front fees or charges, no time limitations, a multitude of ways for you to freely and consistently expose your products to the consumer – all free and at no risk to you! That's *PureZing*!

Helping You Sell Online

We know that a lot of boutique producers are interested in selling to a larger community but don't have the marketing budget, production lines nor the desire to start selling at the large supermarkets. A listing on *PureZing* provides an exciting opportunity to raise the profile of your company and gain access to consumers that are looking for artisanal quality – and you don't have to spend the money to increase your production or personally market your product to the masses.

In fact, *PureZing* is so dedicated to forging relationships with small suppliers that even if you don't have an existing web site, we will help you to develop your own web site and e-commerce system to sell your products and give you instant access to our existing client base.

Gaining a Listing on *PureZing*

All items a supplier wishes *PureZing* to consider for a listing must be submitted using our *PureZing* [New Item Consideration Form](#). Please fill in all required fields and provide us with as much information as possible about your products, including any information you can give us that sets your product apart from the competition. Please make use of our Special Features Category checkboxes so that we can make sure that all

“*PureZing* is the only site where the consumer can read great third party reviews of all of our natural and organic products, and still purchase directly from our store with no up front charges. We only pay commission from sales generated. That is true Missouri style hospitality!

PureZing great looking site makes your products look good, encourages sales and has a higher.”

John Wood, *U.S. Wellness Meats*

“We've been very impressed with *PureZing* – from its beautifully designed website to the personal service we've received. And we also love their enthusiasm for our products, which really helps when you're starting a new company like ours. We're looking forward to a long and fruitful relationship!”

John Kelson, President, *John Kelly Chocolates*

of this information is relayed to our customers. The more information that you can provide about your product, the better your listing information will be and the likelihood of sales will increase.

Product Sample Requirement

All new items submitted for consideration to *PureZing* must be accompanied by at least one sample of each item. These samples are used to verify all information you have included on the consideration form and to allow us to evaluate your products and write an effective description for a listing on the site. If the product sample does not meet our Product Standards Requirement, it may not achieve a listing on *PureZing*.

Product Standards Requirements

In order to build and maintain our position as a trusted information resource for the best in everything natural and organic, *PureZing* takes great care to evaluate all suppliers, product ingredients, health claims, and processing methods before authorizing new items for a listing on our site.

Our primary objective is to provide our customers with products that consistently meet or exceed their expectations. To accomplish this, it is critical that your company share the same objective.

Our Definition of Natural Products:

PureZing has defined natural foods and products as those that contain no artificial coloring, flavorings, preservatives or additives. We further define natural as those that have been processed with non-synthetic or non-chemical methods. Acceptable methods include:



roasting, heating, enzyme treatment, fermentation, hydrolysis and extraction with natural solvents.

Definition of Clean Meat, Poultry, & Fish

Our criterion for clean meat includes: no antibiotics, no hormones, no animal by-products in feed, traceability from ranch/farm to store, humane treatment during growth and slaughter phases.

In processing foods (soups, stews, etc.) protein ingredients such as meat, fish and poultry should meet our definition of clean meats.

Organic vs. Natural Products

Organic foods must be labeled and certified as organic according to the Organic Foods Production Act of

1990 and 7CFR part 205 of the USDA's Final Organic Rule and the National Organic Program.

Natural products do not have a strict regulatory definition hence our definition of natural guides us in all our decision-making procedures regarding natural products.

“... how impressed we are with the *PureZing* website – not only is it a wonderful concept, but it’s so beautifully executed. Your descriptions of the CDs and your report of your experience with them are so well done. It’s great when someone is able to appreciate our work in such depth!”

Mary Maddux, *Heart of Healing*

Sales Commission, Promotion and Ad Information

Commissions for Sales via *PureZing*

A listing on *PureZing* provides you with instant access to a larger, quality-focused consumer base that is seeking natural and organic foods, body products, health-enhancing household goods and information. This service comes at no cost to you until a customer actually completes a full sale of your product via our site.

In return for receiving a listing and favorable review and for all the free services made available to each supplier, *PureZing* requests a commission for each sale that is made via our site. The commission will be agreed upon between each supplier and *PureZing* and will not include shipping costs of any product in the commission.

If you do not have an affiliate program or linking/tracking code system, *PureZing* has a custom program for tracking sales. *PureZing* will supply you with a tracking code that you will need to insert into your shopping cart's final invoice page. If tracking code integration is not possible the alternative options are:

- 1) Change to a shopping cart system that supports affiliate codes
- 2) Change the commission model to a Pay Per Click solution, negotiated per product. Unlike other PPC systems, our model allows you to monitor the clicks that *PureZing* sends you

The scheduled payment of commissions will be arranged between each supplier and *PureZing*.

PureZing may remove, at their discretion, any supplier's reviews, articles, recipes and/or Zingcast if a supplier does not pay *PureZing* their commissions on a timely basis.

As *PureZing* does not have a binding contract, any supplier who wishes to sever their association with *PureZing* may do so by contacting *PureZing*. We will attempt to remove all your reviews, articles, recipes and Zingcast within seven business days.

Reciprocal Linking Using the *PureZing* Seal of Approval

For every product review that you have on *PureZing*, you have a link directly back to your site. This is an added

“You have been amazing. If you treat all of your businesses like this, then you've got one heck of a fantastic company”

Emily Majer, *Nature's Inventory*

free bonus to your company as each link increases your page ranking on the Internet. To facilitate reciprocal linking and increase the page ranking of *PureZing*, which aids in marketing your products on our site, we require each supplier, at time of installation of the tracking code, to also install the *PureZing Seal of Approval* in a prominent place on their site.

Special Promotion and Ad Space

Various promotional spaces are available on *PureZing*. Each space has a set size and price and run for a 3-month duration. These spaces are ideal for featuring images of an entire line, and placing links in the space to connect to various reviews of your products. If you are interested in advertising on *PureZing* contact us to discuss it.

Marketing of your product

As soon as your product has been approved for review and listing on *PureZing*, our team swings into action, leaving you free to attend to other matters. We test, use, analyze, write and then place your product images and listings on our site. Then, to market your image we use an arsenal of options:

- Reciprocal linking between *PureZing* and all supplier's sites to increase page ranking
- Articles placed in dozens of article directories linking back to *PureZing* to increase page ranking
- The *PureZing* newsletter targeted to a health-conscious, discerning consumers increases hits, encourages word of mouth and increases page ranking
- Collecting of on-site visitors e-mails for opt-in promotions
- Yearly payment of fees to major internet directories to facilitate linking for increased page ranking

Sales Commission, Promotion and Ad Information

- HTML coding, copious amounts of fresh content and Search Engine Optimization to increase page ranking
- Press releases concerning new product listings
- Press releases concerning seasonal promotions by suppliers on *PureZing*
- Press releases concerning *PureZing* attendance at Trade Shows
- Newspaper, magazine and ezine articles and ads published concerning *PureZing*
- Press tours to promote *PureZing*
- TV appearances to promote *PureZing*

Remember, it's our job to promote your products. You do not do anything or pay anything until we bring you a sale.

Modifying an existing product listing

If your products have already achieved a listing on *PureZing* and your product has changed or been removed from your inventory, please contact us and we will make the appropriate changes on our site.

If at any time you wish to remove a review, article, recipe or Zingcast from *PureZing*, please contact us and we will attempt to honor your request within seven business days.

Thank you for your consideration of *PureZing*. If you have any further questions regarding gaining a listing on our site, or if you want to submit or be included in any of our free services, please contact us at:

PureZing

Telephone: 904-461-3555

Fax: 904-461-3555 (call first)

Email: info@purezing.com

Click the link below to access the *PureZing* [New Item Consideration Form](#)



PureZing New Vendor Application Form

We require all vendors to complete this questionnaire and return it to PureZing before the product will be considered for a listing on the web site. Please complete as much as possible and return via fax or email to PureZing. IF YOU HAVE QUESTIONS ABOUT ANY PORTION OF THIS QUESTIONNAIRE PLEASE CONTACT US AT: tel./fax: 904-461-3555 or email us at info@purezing.com.

Company Information

Company Name:

Address:

Phone:

Fax:

Email:

Website Address:

Primary Contact Name:

Phone:

Fax:

Email:

Does your company have a personal "Grass Roots" type of story to tell about yourself or your product(s) in the way it's grown, produced, Manufactured, developed, etc.? Please attach your story or any marketing material that tells your story.

On the following page you will find a form for Product Information. Please submit a separate form for each product you wish us to consider.

PureZing New Vendor Application Form

Product / Ingredient Information (please fill out separate form for each product you submit)

Name of Product:

Product Category (ie Meat, Condiment, Dairy, etc.)

Check all boxes for any claims or characteristics that are unique to these products:

Kosher Non-GMO Gluten-Free Natural

Organic (if checked, indicate the percent of organic ingredients)

100% 95% 70-94% less than 70%

Nutritional or Health Claims (ie Kosher, high in Vitamin E etc):

Environmental and Social Responsibility:

PureZing encourages companies that demonstrate a commitment to environmental and social responsibility. Check any organizations or activities your company supports.

Fair Trade certified Safe and fair working conditions

Fair labor practices and wages Environmental Responsibility

List any associations with trade associations, environmental groups, or local community organizations:

Indicate those elements of your packaging that are environmentally friendly.

100% Recyclable Made from post-consumer waste Made from sustainable resources

Biodegradable Compostable Reusable

Recyclable (indicate packaging number)