

TO: Koozie Group® Customers

DATE: September 26, 2024

RE: Koozie Group® Exclusive Partnership with Tervis

Koozie Group is excited to become the exclusive promotional products supplier of Tervis® drinkware in the U.S. and Canada. Our distributors will get the Tervis® tumblers and water bottles you know and love with colorful and innovative decorations, all delivered in record time.

1. Q: What is changing?

A: Since 2019, Tervis and Koozie Group have partnered to offer a subset of Tervis® drinkware with a quick lead time fulfilled by Koozie Group. During that time, Tervis offered products to the promo industry as well. Going forward, Tervis will no longer accept orders for promotional products, and Koozie Group will have the exclusive imprinting rights for their drinkware in the promotional products industry.

2. Q: When will this change happen?

A: As of September 16, 2024, Tervis stopped accepting orders for promotional products, and they began reviewing all orders that they had in-house. Tervis and Koozie Group are working together on a transition plan for those orders.

3. Q: What happens if I had an order in-house with Tervis?

A: Tervis will fulfill any orders they had in process and will communicate directly with you. Any orders they're transitioning to Koozie Group will be entered as soon as possible. Our Koozie Group® customer service team is reaching out to any affected customers to find a solution for their order.

4. Q: Will Koozie Group offer the same assortment of promotional products that Tervis offered?

A: Our goal is to have the same full catalog of products to offer. However, we are still working through the assortment and full imprint capabilities and will have that information in the weeks to follow.

5. Q: What will the lead time be for the new items?

A: As our team works to bring in machinery, we will establish lead times by item and imprint method. Our short-term goal is to match Tervis' lead times, and our long-term goal is to offer much shorter lead times.

6. Q: Will pricing be the same?

A: We will honor reordering pricing through the end of the year where possible.

7. Q: Where will product ship from?

A. Today, Koozie Group ships Tervis® product from Clearwater, FL, which is just a couple hours north of Tervis' location in Venice, FL. As Tervis shuts down their promo division, all Tervis® promotional drinkware will ship from Clearwater, FL.

8. Q: I currently buy my promotional items directly from Tervis. Does that mean I now purchase from Koozie Group?

A: Starting September 16, 2024, Koozie Group can accept Tervis orders but will not be able to confirm in-hands dates until we finalize our transition plan. If you would like to send a PO for an item we do not have set up yet, you can send the order to tervisorders@kooziegroup.com and reference the item # in Question 10. For items that are in our line today, please continue to send those to orders@kooziegroup.com or via your normal ordering process.

9. Q: What standard decoration methods does Koozie Group offer?

A: Koozie Group currently offers screen print and full-color digital imprinting on the outer walls of a select assortment from Tervis. As part of this partnership, we will start to offer full-color inserts and patches/emblems sealed between the walls of Tervis® plastic tumblers.

10. Q: Will item numbers stay the same?

A: We will keep the Tervis® item numbers and add letters at the end to distinguish the imprint method.

Item#	Item Name
46487	Tervis® Venture™ Lite Bottle - 24 oz.
1001837	Tervis® Classic Tumbler Full-Color Insert - 16 oz.
1001837EB	Tervis® Classic Tumbler Embroidered Emblem - 16 oz.
1001837NH	Tervis® Classic Tumbler Enhanced Embroidered Emblem - 16 oz.
1001839	Tervis® Classic Tumbler Full-Color Insert - 24 oz.
1001839EB	Tervis® Classic Tumbler Embroidered Emblem - 24 oz.
1001839NH	Tervis® Classic Tumbler Enhanced Embroidered Emblem - 24 oz.
1049866	Tervis® Classic Mug Full-Color Insert - 16 oz.
1049866EB	Tervis® Classic Mug Embroidered Emblem - 16 oz.
1049866NH	Tervis® Classic Mug Enhanced Embroidered Emblem - 16 oz.
1049865	Tervis® Classic Wavy Tumbler Full-Color Insert - 10 oz.
1049865EB	Tervis® Classic Wavy Tumbler Embroidered Emblem - 10 oz.
1049865NH	Tervis® Classic Wavy Tumbler Enhanced Embroidered Emblem - 10 oz.
1415612EB	Tervis® Classic Tumbler Embroidered Emblem - 12 oz.
1415612NH	Tervis® Classic Tumbler Enhanced Embroidered Emblem - 12 oz.
1287295	Tervis® Stainless Steel Traveler™ Tumbler - 20 oz.
1250345	Tervis® Stainless Steel Traveler™ Tumbler - 30 oz.
1463440	Tervis® Stainless Steel Venture™ Bottle - 26 oz.

11. Q: Will the stainless steel items you're adding to your line have the lines printed on them?



Example

A: The lines and the Tervis® logo will show through the item color and will be silver. The lines and logo are not printed; they are done as a “knock-out” when the balance of the color is applied to the tumbler/bottle. This affects items 1250345, 1287295, and 1463440.

12. Q: Tervis has a guarantee on their products. Will these items also have that guarantee if Koozie Group is decorating the item?

A: There will continue to be a guarantee on the products, honored by Tervis. For items that Koozie Group decorates, we will continue to offer our standard decoration guarantee.

13. Q: If I place a reorder with Koozie Group, will I be charged a set-up fee?

A: We will waive a set-up fee if a previous Tervis® order is referenced and the reorder is placed within two years of the last order.

14. Q: If I placed an order with Tervis in the past, will Koozie Group have access to my previous art?

A: Yes, if the item was produced in the prior 24 months. Customers will need to supply new artwork for anything produced more than two years ago.

15. Q: Will you offer the retail packaging that I could get through Tervis?

A: Retail packaging from Tervis will be offered. We are finalizing the details with more information to follow.

16. Q: Tervis has licensed product that can be combined with a customer's logo. Will Koozie Group be able to offer that as well?

A: No. Koozie Group does not have the licensor agreements and, therefore, cannot offer licensed product as part of the promotional products business.