

TIPS ON REDEEMING COUPONS

The following guidelines, properly followed and enforced, will help you avoid misredemptions, returns and demands by manufacturers for proofs of purchase.

- 1. Redeem only coupons for products and sizes specified on coupons.**
- 2. Accept only one coupon per product.**
- 3. Do not trim coupons you redeem. Manufacturers want to receive coupons in the same condition you received them from your customers.**
- 4. Make sure it is a complete coupon (some items look like a coupon, but are not).**
- 5. Refuse to accept parts of coupons with the redemption instructions torn away or missing.**
- 6. Watch for expiration dates and special redemption instructions. Do not accept expired coupons.**
- 7. The coupon must have the contract agreement printed clearly on one side: without this, it is not a coupon and should not be forwarded for redemption.**
- 8. Never exchange coupons for cash unless specified on the coupon.**
- 9. Follow through on requests by manufacturers for proofs of purchase.**
- 10. Ship coupons to the IFRA office on a regular basis. Under the IFRA program you are not penalized for a small shipment.**
- 11. Monitor your coupon redemption practices. The Association's clearinghouse is charging a 16 cent per coupon fee for coupons that are rejected by the manufacturers and returned to you as chargebacks. Make sure you are complying with all the terms and conditions as noted on the coupons.**