



Distributors of Saeco, Rancilio, Pasquini, Bosch, Espro, and Solis Crema.

RETAILER HANDBOOK

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582 PARSONS DRIVE MEDFORD, OREGON 97501
(541) 774-6683 TOLL FREE 1-888-437-8340 FAX (541) 774-9288
WWW.CAFEWEST.COM



Distributors of Saeco, Pasquini, Espro, and Solis Crema.

Café West Distribution, Inc. Company Profile

Café West Distribution, Inc. is located in beautiful Southern Oregon. Employees of Café West Distribution, Inc. maintain their goal of providing quality customer service by ensuring that all customers are completely satisfied and find the company easy and pleasant to work with. Within Café West Distribution, Inc.'s facilities, all employees are cross-trained in order to assure timely and thorough customer support and product delivery.

Café West employees are specifically trained on each machine offered. This product knowledge is gained by both personal use of the machines and trained instruction. The high level of knowledge of all employees of the company produces consistent service for the customer. Employees can discuss products and services with customers from a hands-on approach.

Café West Distribution, Inc. provides services that make working with the company rewarding and unique. The company provides customized invoices for larger accounts, same day shipping, order tracking, expert technical support and repair service, gift-wrap services, gift card services, product imaging, content and more.

In addition to dedicated employees and exceptional service, Café West Distribution, Inc. offers quality products that the company can stand behind.

DROP SHIPMENTS

Please refer to the price list provided for each brand.

GIFT WRAP SERVICE

Gift wrap service (by weight)	Small: <i>Up to 19 lbs</i>\$ 5.00 fee
	Large: <i>20 lbs & over</i>\$10.00 fee
Gift card service (customized).....	\$ 3.00 fee

COMPANY GUARANTEE

Café West Distribution, Inc. guarantees the customer's satisfaction of quality products, efficient product transport, and customer support services both before ordering and after products are received.

Café West Distribution, Inc. is available Monday through Friday, from 8:00 a.m. to 4:00 p.m. PST.

RETAILER SALES - TERMS AND CONDITIONS

1. **Freight F.O.B. Medford, Oregon.**
2. **Payment Terms:** Net thirty (30) days from date of invoice with approved credit, credit card, or money order.
3. **Prices:** Prices are subject to change without notice.
4. **Minimum Advertised Price (M.A.P.):** Enhanced margin for the retailer and superior value for the customer...we are pleased to announce that we have initiated a new Minimum Advertised Pricing policy in an effort to allow the retailer to build clientele-enhancing factors such as design and service. Please review the new pricing structure(s).

GENERAL SALES - TERMS AND CONDITIONS

1. **Prices, Terms of Payment, and Shipping:** All costs, including but not limited to freight, shipping and handling costs, insurance, and other charges related to transport of the Products to the Buyer shall be the responsibility of the Buyer, unless otherwise stated. Prices of the Products are set forth in the Café West Distribution, Inc. Price List. Risk of loss for the Products ordered shall pass to Buyer when they are placed in control of the motor carrier. This applies to large cargo shipments that must be placed on pallets. All other shipments including single or multiple shipments via Federal Express or United Parcel Service will be the responsibility of Café West Distribution, Inc. until delivery.
2. **Taxes:** Buyer is responsible for payment of any and all tax(es) and/or other governmental charge(s) imposed upon the sale and/or on the Products.
3. **Returns:** RETURNS AND EXCHANGES ARE ACCEPTED UP TO THIRTY (30) DAYS FROM THE ORIGINAL DATE OF DELIVERY. The Buyer's original invoice is required. Serial number of machine sold must match serial number of machine returned. Products shall not be returned without prior written authorization from Café West Distribution, Inc. Buyer shall bear risk of loss for Products returned. INADEQUATE PACKAGING OF RETURNS AND FAILURE TO FOLLOW CAFÉ WEST DISTRIBUTION'S PACKING SPECIFICATIONS MAY RESULT IN DAMAGE TO PRODUCTS. Products returned within thirty (30) days of delivery that conform to the invoice and are not defective shall be subject to a twenty (20%) percent restocking charge if the Products are accepted and retained by Café West Distribution, Inc. Acceptance of returned Products and receipt of the restocking charge shall not limit Café West Distribution, Inc.'s remedies for breach. Any damage to product, or missing parts or accessories will be charged to Buyer at Café West Distribution, Inc.'s discretion, in addition to the twenty (20%) restocking fee.
4. **Warranties:** Café West Distribution, Inc. warrants that the goods will conform to the description and specifications in the Café West Distribution, Inc. Price List and be free from defects in material and workmanship for up to twelve (12) months after date of delivery for housewares products and up to six (6) months after date of delivery for commercial products on parts alone. Unless differently specified, Café West Distribution, Inc. makes no other warranty of any kind expressed or implied, as to the merchantability or fitness of any Product(s) for any particular purpose. Café West Distribution, Inc. shall not be liable for any loss or damage, directly or indirectly arising from the use of such Products or from consequential damages. Café West Distribution, Inc.'s warranty is limited to USA and United States Territories. Any item shipped, or redirected to any destination outside of the continental USA, US Territories and/or Canada will be void of any and all warranty. Items found to be tampered with, in any way, by Buyer or any other person(s) or company(s) not certified by the product manufacturer to do repairs, may not be covered under warranty.
5. **Remedy Limitations:** Any and all Products claimed to be nonconforming; the retailer needs to contact Café West Distribution with the problems of the machine. If a technician at Café West can prove the machine is defective, Café West will issue a call tag at our expense to pick up the defective machine. Products shall not be returned without prior written or verbal authorization from Café West Distribution, Inc. Buyer must first contact Café West Distribution, Inc. at 541-774-6683 to obtain a Return Authorization number. The Products will be picked up at the expense of Café West and shipped directly to Café West Distribution, Inc., 582 Parsons Drive, Medford, Oregon 97501, with the RA number clearly labeled on the outside of the shipping container. Café West Distribution, Inc.'s acceptance of any Product(s) so shipped shall not be deemed an admission that the Product(s) are nonconforming, and, if Café West Distribution, Inc. finds that any Product(s) returned are not defective, such Product(s) will incur a 20% restocking fee.

For any returns within thirty (30) days from date of delivery, if the Product(s) are nonconforming, Café West Distribution, Inc. shall either furnish substitute Product(s) or, at the option of the Café West Distribution, Inc., refund the purchase price to the Buyer. The exercise of either option listed above, shall operate as a release of all claims of Buyer for damages. Buyer expressly waives the right to consequential or incidental damages in the event the Product(s) are found to be nonconforming.

All returns after thirty (30) days from date of delivery shall be deemed returns for repair under warranty. Café West Distribution, Inc. will take care of all repairs covered by the warranty and return Product(s) free of charge to Buyer.
6. **Service Labor:** All Products repaired by Café West Distribution, Inc. under Service Labor shall be warranted for thirty (30) days from date of delivery. This warranty will only be valid for the specific repair carried out by Café West Distribution, Inc. Please contact Café West Distribution, Inc. at 541-774-6683 to obtain a Return Authorization number and/or detailed information of any Service Centers near Buyer's area.
7. **Auction Sites and 3rd Party Sales:** Café West Distribution, Inc., as well as Saeco USA, prohibits the sale or resale of any new items on Ebay or any other Internet auction site(s), or to any other person or company for resale. Any item found to be sold on such sites or to a third person or company carries no warranty with Café West Distribution, Inc. or Saeco USA. Furthermore, any violation of the above policy will result in the immediate termination of any business relationship with Café West Distribution, Inc.

and/or Saeco USA.

RETURN AUTHORIZATION GUIDELINES

Dear Retailer,

Café West Distribution, Inc. guarantees their houseware products for a period of twelve (12) months. All commercial products are guaranteed for a period of six (6) months on parts alone.

Café West Distribution, Inc.'s RA policy clearly requires that products **must not be returned without a prior written authorization from Café West Distribution, Inc.**

Café West Distribution, Inc. will accept **returns for credit** or **returns for replacement** only for merchandise that is defective **within thirty (30) days** of the end customer's date of purchase. In the event a non-defective machine is returned, Café West Distribution, Inc. will charge a twenty (20%) percent restocking fee.

All returns after thirty (30) days from date of purchase and within the warranty period will be repaired under warranty and returned to the customer. The end customer is responsible for freight charges to Café West Distribution, Inc. Once the product is received, Café West Distribution, Inc. will complete repairs under warranty and return the product to the customer free of charge.

**Please call 541-774-6683 to obtain an RA# or e-mail
amanda@cafewestmail.com**

RETURN POLICY

Please help us to better serve you.

Café West Distribution, Inc. stands behind the quality of their products. Café West Distribution, Inc. takes responsibility for quality defects that are due to workmanship or material in the manufacturing of their products. Here are answers to a few commonly asked questions with regards to returns and exchanges.

What does my warranty cover?

- On houseware products, or products used within the home, manufacturing defects in workmanship and materials are covered during the one-year warranty period. Commercial products come with a 6-month parts only warranty.
- Returns and exchanges are accepted up to thirty days from the date of delivery. The customer's original invoice is required for all transactions of this kind.

What doesn't my warranty cover?

- Any additional warranty agreements made by retailers or any other third party.
- Items like broken or melted drip trays (i.e. dishwasher).
- Problems related to poor water quality or scaling.
- Problems related to abuse, misuse, lack of maintenance/cleaning, neglect, faulty installation, mishandling, damage during shipment, line power surge, etc.
- The cost of installations or routine maintenance as described in the User's Manual.
- Houseware machines used in commercial applications.

How do I return an Item?

- Call or e-mail us first! Please contact Café West Distribution, Inc. Customers Relations at 541-774-6683 or e-mail at amanda@cafewestmail.com. A Return Authorization (RA) number will be assigned to you and any questions regarding shipping instructions will be answered. Products shall not be returned without prior written authorization from Café West Distribution, Inc. Any product returned without an approved RA number may be refused at the Café West Distribution, Inc. warehouse and returned to the sender.
- The returned merchandise must be accompanied with the original box, shipping container with packing materials, packaging, all manual(s) and accessories. The account will be charged a flat fee of 20% as a handling charge for all products received with missing parts. The account will be notified that the product was received and will be credited at the current net price, less twenty (20%) percent.
- Café West Distribution, Inc.'s acceptance of any product(s) shipped shall not be deemed an admission that the product(s) are nonconforming, and if Café West Distribution, Inc. finds that any product returned is not defective, the buyer shall be charged a twenty (20%) percent restocking fee. Products returned that conform to the invoice and are not defective shall be subject to a twenty (20%) percent restocking charge if the product(s) is accepted and retained by Café West Distribution, Inc.
- If a product is returned for an exchange, the customer should receive the replacement item within fourteen (14) business days after the original returned item is received by Café West Distribution, Inc., provided the item is in stock.
- Please allow 2-3 weeks to process a return for credit.

What do I do with a damaged item?

- Upon arrival, please make sure to examine contents of package closely.
- In case of shipping damage(s), contact the shipper directly (i.e. UPS, Oak Harbor Freight, etc.) and report the damage immediately to the shipper. After completing any and all necessary claims forms, then please notify Café West Distribution, Inc. at 541-774-6683. Keep all shipping material and damaged items in case they need to be inspected.

What about shipping charges?

- All products must be delivered prepaid to Café West Distribution, Inc.
- All shipping charges are non-refundable.

Should you have any questions or comments, please feel free to contact Café West Distribution, Inc. Customer Relations at 541-774-6683 and a customer service representative will be pleased to assist you.

RETURN AUTHORIZATION LABEL and Shipping Information

Please read the following shipping instructions carefully.

Café West Distribution, Inc. is not responsible for any shipping damages.

For additional information, please call Café West Distribution, Inc. Customer Service, toll free at 541-774-6683.

Shipping Instructions

- The four-digit Return Authorization number **must be** on the outside of the shipping container. Café West Distribution, Inc. does not accept packages without an approved four-digit RA number on the outside of the shipping container.
- Before shipment, drain boiler to prevent damage from freezing: Remove water supply and place machine in steam mode. Wait until machine reaches steaming temperature then turn machine off. Open steam knob and leave open until steam ceases.
- Remove all coffee beans, coffee grounds and water.
- **For Repair and Return -- do not** send water tank, bean hopper, drip tray, dump box or any covers or lids. Do not send panarello or cappuccinatore. **Do** send brew group and/or portafilter.
- **For Return Credit --** send machine complete with ALL accessories.
- Make sure to package machine well. If packing peanuts are used, please place machine in a sealed plastic bag before placing into peanuts.
- It is recommended that product be insured against shipping damage(s). **Café West Distribution, Inc. is not responsible for any shipping damage(s).**
- Turn around time is approximated at 4-6 weeks (inclusive of shipping time). If you need to call to find out the status, please refer to the four-digit RA number.
- Your machine will be returned to you via FedEx Ground Track, or other ground shipment at the sole discretion of Café West Distribution, Inc. Café West Distribution, Inc. recommends using UPS or FedEx for shipments.

Please *cut* the following label indicating where the merchandise must be returned and display ***it on the outside of the shipping container.***

Café West Distribution, Inc.

ATTN: RA# _____

**582 Parsons Drive
Medford, OR 97501**



Distributors of Saeco, Rancilio, Pasquini, Bosch, Espro, and Solis Crema.

RETAILER SALES
T E R M S A N D C O N D I T I O N S

1. **Freight F.O.B. Medford, Oregon.**
2. **Payment Terms:** Net thirty (30) days from date of invoice with approved credit, or credit card.
3. **Prices:** Prices are subject to change without notice.
4. **Minimum Advertised Price (M.A.P.):** Enhanced margin for the retailer and superior value for the customer...we are pleased to announce that we have initiated a new Minimum Advertised Pricing policy in an effort to allow the retailer to build clientele enhancing factors such as design and service. Please review the new pricing structure.

GENERAL SALES
T E R M S A N D C O N D I T I O N S

1. **Prices, Terms of Payment, and Shipping:** All costs, including but not limited to freight, shipping and handling costs, insurance, and other charges related to transport of the Products to the Buyer shall be the responsibility of the Buyer, unless otherwise stated. Prices of the Products are set forth in the Café West Distribution, Inc. Price List. Risk of loss for the Products ordered shall pass to Buyer when they are placed in control of the motor carrier. This applies to large cargo shipments that must be placed on pallets. All other shipments including single or multiple shipments via Federal Express or United Parcel Service will be the responsibility of Café West Distribution, Inc. until delivery.
2. **Taxes:** Buyer is responsible for payment of any and all tax(es) and/or other governmental charge(s) imposed upon the sale and/or on the Products.
3. **Returns:** RETURNS AND EXCHANGES ARE ACCEPTED UP TO THIRTY (30) DAYS FROM THE ORIGINAL DATE OF DELIVERY. The Buyer's original invoice is required. Products shall not be returned without prior written or verbal authorization from Café West Distribution, Inc. Buyer shall bear risk of loss for Products returned. INADEQUATE PACKAGING OF RETURNS AND FAILURE TO FOLLOW CAFÉ WEST DISTRIBUTION'S PACKING SPECIFICATIONS MAY RESULT IN DAMAGE TO PRODUCTS. Products returned within thirty (30) days of delivery that conform to the invoice and are not defective shall be subject to a twenty (20%) percent restocking charge if the Products are accepted and retained by Café West

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Distribution, Inc. Acceptance of returned Products and receipt of the restocking charge shall not limit Café West Distribution, Inc.'s remedies for breach.

4. **Warranties:** Café West Distribution, Inc. warrant that the goods will conform to the description and specifications in the Café West Distribution, Inc. Price List and be free from defects in material and workmanship for up to twelve (12) months after date of delivery for housewares products and up to six (6) months after date of delivery for commercial products on parts alone. Unless differently specified, Café West Distribution, Inc. makes no other warranty of any kind expressed or implied, as to the merchantability or fitness of any Product(s) for any particular purpose. Café West Distribution, Inc. shall not be liable for any loss or damage, directly or indirectly arising from the use of such Products or from consequential damages. Café West Distribution, Inc.'s warranty is limited to USA and United States Territories.

5. **Remedy Limitations:** Any and all Products claimed to be nonconforming, the retailer needs to contact Café West Distribution with the problems of the machine. If a technician at Café West can prove the machine is defective, Café West will issue a call tag at our expense to pick up the defective machine. Products shall not be returned without prior written or verbal authorization from Café West Distribution, Inc. Buyer must first contact Café West Distribution, Inc. at 541-774-6683 to obtain a Return Authorization number. The Products will be picked up at the expense of Café West and shipped directly to Café West Distribution, Inc., 582 Parsons Drive, Medford, Oregon 97501, with the RA number clearly labeled on the outside of the shipping container.

Café West Distribution, Inc.'s acceptance of any Product(s) so shipped shall not be deemed an admission that the Product(s) are nonconforming, and, if Café West Distribution, Inc. finds that any Product(s) returned are not defective, such Product(s) shall be reshipped to Buyer at Buyer's expense and Buyer shall be charged for any and all other shipping charges incurred by Café West Distribution, Inc.

For any returns within thirty (30) days from date of delivery, if the Product(s) are nonconforming, Café West Distribution, Inc. shall either furnish substitute Product(s) or, at the option of the Café West Distribution, Inc., refund the purchase price to the Buyer. The exercise of either option listed above, shall operate as a release of all claims of Buyer for damages. Buyer expressly waives the right to consequential or incidental damages in the event the Product(s) are found to be nonconforming.

All returns after thirty (30) days from date of delivery shall be deemed returns for repair under warranty. Café West Distribution, Inc. will take care of all repairs covered by the warranty and return Product(s) free of charge to Buyer.

6. **Service Labor:** All Products repaired by Café West Distribution, Inc. under Service Labor shall be warranted for thirty (30) days from date of delivery. This warranty will only be valid for the specific repair carried out by Café West Distribution, Inc. Please contact Café West Distribution, Inc. at 541-774-6683 to obtain a Return Authorization number and/or detailed information of any Service Centers near Buyer's area.

RETAILER PROFILE

Thank you for contacting Café West Distribution, Inc.

We would truly appreciate your filling out the following profile form. Please return it by fax to (541) 774-9288 together with a copy of your Retailer Certificate, if applicable. In doing so, your application will be processed to see if your company qualifies as a Café West retailer. The information you provide will be used for business purposes only and will be held in strict confidence. We will not release any information provided by you to anyone else, including businesses, for any reason. Thank you for allowing us to serve you better.

Name of Company: _____

Address: _____ City: _____

State: _____ Zip: _____ Phone: () _____ ext: _____

Fax: () _____ Cell/Pager: () _____

Contact Name: _____ Title: _____

E-mail: _____ Web Page: www. _____

Please indicate your industry branch / business type:

_____ Wholesale Club

_____ Specialty Store

_____ Discount Store

_____ Internet Retailer

_____ Other (please specify) _____

Profile of your company (please provide us with some basic information): _____

Total number of employees: _____ Number of years in business: _____

Line of product(s) sold: _____

Model(s) you are interested in carrying/buying: _____

Number of machines you are planning on buying in next six months: _____

To whom are you planning on selling machines to: _____

Did you enclose a copy of the Retailer Certificate? YES / NO

Please make sure you fill out this form in all its parts. In doing so, you will help us to be able to expedite the application process. Café West Distribution, Inc. looks forward to working with you!

Café West Distribution, Inc. Management

582 PARSONS DRIVE MEDFORD, OREGON 97501
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582 Parsons Drive

Medford, OR 97501

Phone: (541) 774-6683

CREDIT APPLICATION

Page 1 of 2

Please return by fax to (541) 774-9288

FEDERAL TAX ID # _____

IN AN EFFORT TO SPEED UP CREDIT PROCESSES, PLEASE COMPLETE ALL SPACES ON THIS APPLICATION. FAILURE TO DO SO WILL RESULT IN INCOMPLETE APPLICATIONS BEING RETURNED. THANK YOU FOR YOUR COOPERATION.

Section I: COMPANY INFORMATION

Company Name _____ DBA _____

Other sites/Businesses _____

Proprietorship _____ Partnership _____ Corporation _____ Are you a subsidiary of another company? _____

Contact Name _____ Phone ext _____

Address _____

City _____ State _____ Zip _____

Type of Business _____ Years in Business _____ Years at this Location _____

Telephone () _____ Fax () _____

Credit Terms and Limit Requested _____

Section II: PRINCIPALS (President, Owner, Partners, Authorized Buyers)

Full Name & Title

Home Address, City, State, Zip

Social Security Number

Section III: TRADE REFERENCES

Did you attach a separate trade reference sheet? YES / NO If not, please complete the following:

1. Company Name _____

Acct# _____ Phone # _____ Fax # _____

2. Company Name _____

Acct# _____ Phone # _____ Fax # _____

3. Company Name _____

Acct# _____ Phone # _____ Fax # _____

4. Company Name _____

Acct# _____ Phone # _____ Fax # _____

5. Company Name _____

Acct# _____ Phone # _____ Fax # _____

I hereby affirm that the above information is true and I authorize Café West Distribution, Inc. to make inquiries as to the above references regarding credit worthiness and reliability.

Signature of Proprietor, Partners and/or Officers

Title

Date

Café West Distribution, Inc.

Distributors of Saeco, Pasquini, Bosch, Espro, and Solis Crema.

582 Parsons Drive

Medford, OR 97501

Phone: (541) 774-6683

CREDIT APPLICATION

Page 2 of 2

Please return by fax to (541) 774-9288

FEDERAL TAX ID # _____

IN AN EFFORT TO SPEED UP CREDIT PROCESSES, PLEASE COMPLETE ALL SPACES ON THIS APPLICATION. FAILURE TO DO SO WILL RESULT IN INCOMPLETE APPLICATIONS BEING RETURNED. THANK YOU FOR YOUR COOPERATION.

Section IV: BANK REFERENCES

TO BE COMPLETED BY CUSTOMER:

Company Name _____

Address _____

City _____ State _____ Zip _____

Primary Bank Name _____ Contact _____

Address _____

City _____ State _____ Zip _____

Acct No _____ Acct Type _____

Telephone () _____ Fax () _____

I hereby affirm that the above information is true and I authorize Café West Distribution, Inc. to make inquiries as to the above references regarding credit worthiness and reliability.

Signature of Proprietor, Partners and/or Officer _____

Title _____

Date _____

Section V: BANK INQUIRY FORM

TO BE COMPLETED BY BANK:

The company listed above has given your bank as a reference in applying for credit. Please provide us with the following requested information based upon your experience with this company. This information will be used for business purposes only and will be held in the strictest of confidence. If it is not your practice to return information by fax and you wish to return it by mail instead, kindly notify Café West Distribution, Inc. at the above number as this customer has an order pending credit approval. Thank you for your courtesies.

Please return by fax to (541) 774-9288.

Date account opened _____

Is above account in good standing? _____

Balance: (1) High _____ (2) Average _____

Comments _____

Bank Signature _____

Title _____

Date _____

Authorized Business Signature _____

Title _____

Date _____

Thank you in advance for your cooperation.

Café West Distribution, Inc. Credit Application Department



Distributors of Saeco, Pasquini, Rancilio, Bosch, and Solis Crema quality products.

CREDIT CARD AUTHORIZATION

All credit card authorizations MUST be notarized in order for it to be valid.

Please fill out this form and fax it back to 541 774-9288 so that Café West Distribution is able to keep your credit card information on file for the purchasing of Café West Products.

I _____ of _____ authorize
Café West Distribution to apply charges to the credit account below for all current and future
balances due.

Visa and MasterCard only please.

1. Card type: _____ Account #: _____ Exp: ____/____
2. Card type: _____ Account #: _____ Exp: ____/____

If more than two card will be used for purchasing, you will need to submit a form for each
additional card.

Name on Card 1: _____

Billing Address for Card 1: _____

Name on Card 2: _____

Billing Address for Card 2: _____

Signed _____
Title _____