

ATA Retail Services, Inc.
30773 Wiegman Road
Hayward, CA 94544
(510) 401-5300 Fax (510) 352-1949

NEW ITEM FORM

Date: _____ New ATA Vendor? Yes No
Representative: _____ Rep. Email: _____
Rep Phone: _____ Manufacturer: _____

1st Item – Same Vendor

Item Description: _____
UPC Code: _____ - _____ - _____ - _____
example x - xxxxx - xxxxx - x Verified from item: Yes No
Inner Case Pack: _____ Each Cost: Domestic _____ FOB _____
Master Case Pack: _____ Master Case Cost: Domestic _____ FOB _____
Master Carton Dimensions (in inches): Length: _____ Width: _____ Height: _____
Master Carton Weight (in pounds): Weight: _____
Item Width (in inches): _____ Country of Origin: _____
Does WalMart Carry this Item? Yes No WalMart Retail _____ MSRP _____
Which Retailers are carrying this product? _____

Please insert photo below

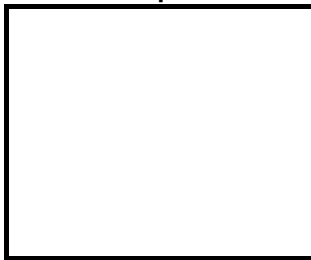


Consumer Safety Report? YES NO **If yes, please attach report**

2nd Item – Same Vendor

Item Description: _____
UPC Code: _____ - _____ - _____ - _____
example x - xxxxx - xxxxx - x Verified from item: Yes No
Inner Case Pack: _____ Each Cost: Domestic _____ FOB _____
Master Case Pack: _____ Master Case Cost: Domestic _____ FOB _____
Master Carton Dimensions (in inches): Length: _____ Width: _____ Height: _____
Master Carton Weight (in pounds): Weight: _____
Item Width (in inches): _____ Country of Origin: _____
Does WalMart Carry this Item? Yes No WalMart Retail _____ MSRP _____
Which Retailers are carrying this product? _____

Please insert photo below



Consumer Safety Report? YES NO **If yes, please attach report**