

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? _____

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? _____

3rd 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? _____