



Effective 3/18/18, DFS will transition Social business to Carlson Craft

This decision was made to allow us to focus on holiday cards. We've decided to discontinue the Social business at Birchcraft.

This decision was not made lightly. The Birchcraft Holiday business will now receive our complete focus and will only grow and strengthen as we invest in online storefront technology, product development as well as the evolving needs of our resellers.

In order to ensure a smooth transition and to fully support your Social business needs, Birchcraft has partnered with Carlson Craft.

Partnership with Carlson Craft:

Albums - Carlson Craft has agreed to support the True Love and Weddings albums. The Bar /Bat Mitzvah album will not be supported, please discard. Any orders sent to us after 3/18 will be sent to Carlson Craft to process. However, you should place your order directly with them after 3/18.

Websites – We will maintain all resellers’ Birchcraft Social online storefronts in order to facilitate placing and processing orders. Any website orders placed after 3/18 will be sent to Carlson Craft.

Important information to know:

- Birchcraft by DFS will continue to process all orders (new or replacement) received prior to 3/18 until job completion. Carlson Craft will process orders (new or replacement) after 3/18.
- Orders placed prior to 3/18 will be invoiced from DFS. Orders placed after 3/18 will be invoiced from Carlson Craft.

Contact Carlson Craft:

800-328-1782

customer@carlsoncraft.com

To set up a new account:

800-292-9207

newaccounts@carlsoncraft.com

<http://www.carlsoncraft.com/Public/Pages/BecomeDealer>

We deeply thank all of you, our Social business resellers, for your many years of loyalty and support.

Sincerely,

Fred Collins and Jason Evans