



Rustic Elegance | Handcrafted in Los Angeles Since 1966

## Sample Policy Update

October 1, 2022

Howdy!

As we leave the uncertainty of COVID and into the hands of Inflation the crew at ARTO continues to stay ahead of the problems. They have done a great job of staying ahead of it all. Staying ahead of people shortages, supply shortages and price increases as demand increased by 2x. Our sample program affects all of these issues and to boot we do not know the success of the program or have a uniform policy. Aaron Dugas, our new VP of Sales, (<https://www.tileletter.com/from-warehouse-worker-to-powerhouse-sales-leader-arto-welcomes-aaron-dugas/>) put together the program below. I will quote him by saying this is our “worst version with the expectation to improve upon it”. As it rolls out, please give us feedback. We will also be proactively asking you the status of the project the samples are for in an effort to understand the programs value. The new program is as follows.

All sample orders will have the cost of freight invoiced to the customer. We highly recommend providing a UPS or Fed Ex account number to Arto for us to keep on file to help expedite your request in the fastest way possible. This will allow us to bill the freight cost to directly to your account. If we do not wish to have your orders processed this way, we can add the cost of freight to your Arto invoice. Freight cost will vary by order depending on customer location and requested speed of delivery.

### COLOR SWATCH SAMPLES

- Loose 3x3 color samples of concrete or ceramic will be no charge for the material.
- Swatch cards with a 3x3 color sample of concrete or ceramic will be no charge for material.
- Expected lead time to ship is 2 business days.

### FULL SIZE SAMPLES OF STANDARD PRODUCTS

- All full-size samples of standard shapes, colors and finishes will be invoiced at list price minus your discount.
- Expected lead time to ship is 1-2 weeks.
- Arto recommends all products be sampled and approved before placing your order. However, for standard shapes, colors and finishes it is not required.



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### FULL SIZE SAMPLES OF CUSTOM PRODUCTS

- All samples requesting custom shapes, colors or finishes should be ordered on a purchase order with details listed.
- Lead times will be given along with your order confirmation and will vary per request.
- We will now require that the sample has a signed approval and is returned to Arto before we begin production. This sample will be given to our manufacturing department along with your order to be used as a reference sample during production. We will return the reference sample along with your finished order. If you would like to keep a sample during this process for further design work, we recommend you order multiple samples. A minimum of one sample to be returned and additional samples for you to keep on hand. On high variation products we recommend you return multiple samples for our factory to reference acceptable color and finish range.

Lastly, all sample shipments will now include a flyer about Arto color variation. We are working on providing our customers with the proper tools for you to translate to your customers the expectation they should have for our hand made products. We hope that this flyer helps you train your customer on the “Rustic Elegance” characteristics of Arto products when they are receiving a reference sample. Additionally, we recommend you take advantage of our vast array of installation images on the gallery section of <https://arto.photoshelter.com/index> as large installation images are the best way to convey the expected range of our handmade products.

We are optimistic that this update will increase our accuracy of production and ensure that your customer has an accurate understanding of what to expect when ordering Arto products. While also allowing us to offer the wide variety of options and customization that we all love about Arto products.

I thank you for your time today,

Sincere Peace,  
Armen Arto Alajian