

awesome!™ THIS!



LET'S MAKE
SOMETHING
AWESOME!



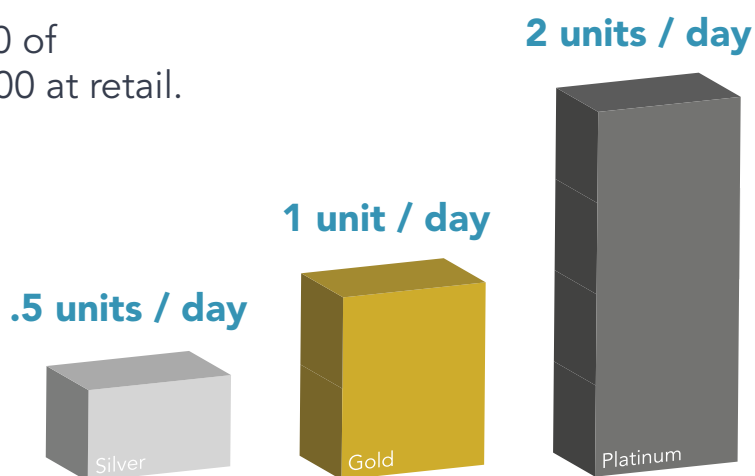
Introducing Freestyle!

www.inscribe.com 800-346-3461

Toe in Dive in?

Awesome THIS! Profits

- Average Retail value: \$25.00 with \$10 wholesale cost and 60% minimum margins
- Units per day are your average sales during the year with 2x sales in the 4th quarter.
- A typical package comes with \$2000 of inventory which equals \$5000 - \$6000 at retail.



ANNUAL REVENUE	\$5,500	\$11,000	\$22,000
ANNUAL PROFIT	\$3,300	\$6,600	\$13,200
ANNUAL WHOLESALE BUY OF AWESOME THIS! KITS	\$2,200	\$4,400	\$8,800
MONTHS TO PAY BACK \$3000 CAPITAL INVESTMENT	< 12	< 6	< 3

Awesome THIS! Benefits

	Silver	Gold*	Platinum
Caption Upgrades	✓	✓	✓
Software Upgrades New: Kiosk Display Sample Images	✓	✓	✓
Awesome THIS! Personalized Website	✓	✓	✓
2020 Design Package 1		✓	✓
Free Freight on Awesome THIS! Kits Orders over \$100			✓

Introductory special: New dealers that take delivery by 3/31/20 qualify for Gold Benefit in 2020.
Re-qualify for 2021 by meeting a prorated goal for 2020 based on quarters remaining
when system is shipped.

Awesome THIS! Standard Display Package

Laser Products



★
Insulated Steel Mug 20 oz.
(White, Black & Stainless available)
\$29.99 - \$34.99
\$12.50



★
Insulated Steel Water Bottle 17oz.
(White & Black available)
\$29.99 - \$34.99
\$12.50



★
Insulated Steel Stemless Wine
(White & Black available)
\$25.99 - \$29.99
\$10.50

Inkjet Products



★
Sippy Cup
\$19.99 - \$22.99
\$8.00



★
Toddler Cup
\$19.99 - \$22.99
\$8.00



★
Tumbler
\$15.99 - \$19.99
\$6.50



★
Metal keychain
(Gold & silver available)
\$19.99 - \$22.99
\$10.00



Laser Products



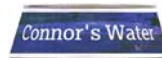
Insulated Steel Tumbler 24 oz.
\$29.99 - \$34.99
\$12.50



*
Insulated Steel Sports Bottle 12oz.
\$22.99 - \$25.99
\$9.50



Insulated Steel Food Jar 12 oz.
\$22.99 - \$25.99
\$9.50



Pet Bowl
\$25.99 - \$29.99
\$10.50



Insulated Steel Sports Bottle 24oz.
(White & Black available)
\$34.99 - \$39.99
\$14.00



*
Flask 6 oz.
\$21.99 - 24.99
\$8.80



*
Flask 8 oz.
\$21.99 - 24.99
\$8.80



Dry Erase White Board
\$34.99 - \$39.99
\$14.00



Awesome THIS! Premier Collection

Inkjet Drinkware



*
Tall Travel Mug
\$17.99 - \$21.99
\$7.20



*
Steel Mug
\$25.99 - \$29.99
\$10.40



*
Sports Bottle
(Many colors available)
\$12.49 - \$14.99
\$5.00



Handle Mug
\$15.99 - \$17.99
\$6.50



*
Wine Glass
(Lid & straw available)
\$15.99 - \$19.99
\$6.50



*
Twist Bottom Travel Mug
(Shaker top available)
\$19.99 - \$22.99
\$8.00

Inkjet On The Go



Badge Reel
\$11.99 - \$14.99
\$5.00



Bookmark
\$4.99 - \$5.99
\$2.00



*
Bag Tags
\$4.99 - \$5.99
\$2.00



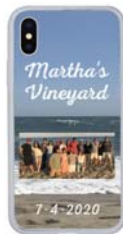
Flashlight
\$17.99 - \$19.99
\$7.20



Keychain
\$4.99 - \$5.99
\$2.00



Selfie Stick
\$9.99 - \$11.99
\$4.00



*
Case for iPhone
(Many versions available)
\$19.99 - \$26.99
\$8.00 - \$10.00



Power Bank
\$24.99 - \$28.99
\$10.00

Inkjet Stationery



*
Pen
\$9.99 - \$11.99
\$4.00



*
Note Card
\$9.99 - \$11.99
\$4.00



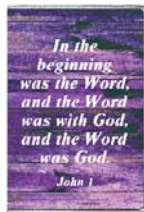
*
Flat Card
\$9.99 - \$11.99
\$4.00



*
Note Sheet
\$9.99 - \$11.99
\$4.00



*
Enclosure Card
\$9.99 - \$11.99
\$4.00



*
Journal 6x9
\$17.99 - \$19.99
\$7.20



*
Journal 4x6
\$13.49 - \$14.99
\$5.40

Inkjet Home



Vase
\$19.99 - \$22.99
\$8.00



Holiday Ornament
\$15.99 - \$19.99
\$6.50

* These collection items can be substituted with items on the standard display package.

Workstation and Displays

Workstation

(Computer not included in package)



Countertop Display

Includes:

Insulated Steel Bottle 17oz.
Insulated Steel Stemless Wine 9 oz.
Insulated Steel Mug 20oz.



Sublimation Add-on

Heat Print Station



Flag

(Stands & hangers available)
\$19.99 - \$24.99
\$6.50



License Plate

\$19.99 - \$24.99
\$8.00



Coasters

\$19.99 - \$21.99
\$8.00



Cotton-Feel Pillow

\$24.99 - \$29.99
\$10.00



Flip Flops

(Women's 6-9 and
Men's 10-12 available)
\$24.99 - \$29.99
\$10.00



Youth Flip Flops

(Y11, Y12, Y13, Y1,
Y2, Y3 and Y4 available)
\$19.99 - \$21.99
\$8.00

Online Awesome THIS!

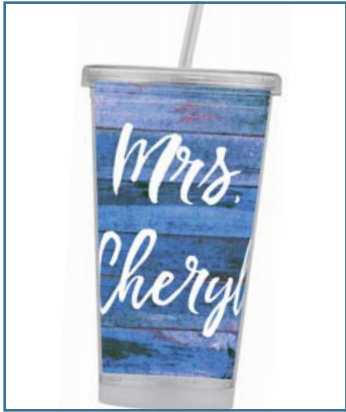
Your own online Awesome THIS! website allows your customers to design their product online, and pick it up in your store.

- Allow your customers to design their products at home, or from their mobile device – all on a dedicated online Awesome THIS! website, tailored with your store name, pricing and information!
- Refer customers to your online Awesome THIS! with ease from your website, email and social media.
- Instantly create an online presence that actually generates excitement and revenue while expanding your store traffic.



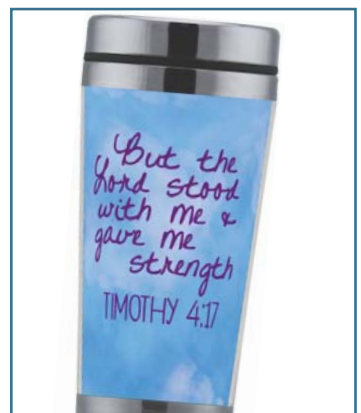
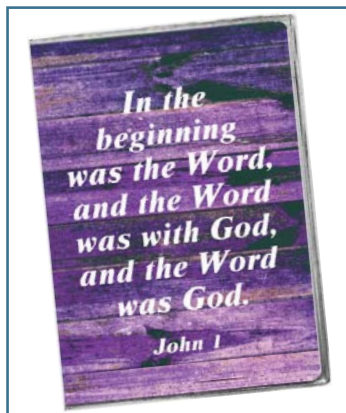
New Freestyle!

Name, Initial & Monogram



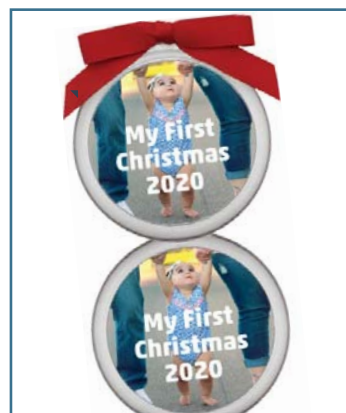
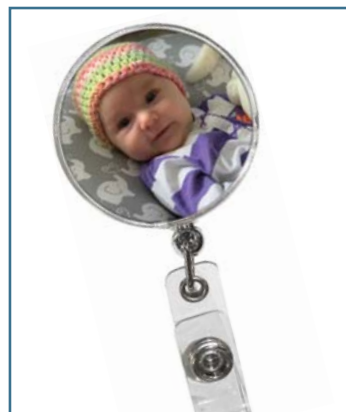
New Freestyle!

Text & Caption



New Freestyle!

Photo +++



Awesome THIS! Supplies

	Pack Cost	Unit Cost	Cost per piece	Sugg. Retail	Number in Collection
<u>Bags and Bows</u>					
5 Bag Sizes and 20 Bows	0.33 (500 bags) and (160 bows)	0.07 0.28			
<u>Tumblers</u>					
Tumbler Kit (tumblers and paper)	156.00 (24 tumblers)	6.50	6.50	15.99 - 19.99	4
<u>Tall Travel Mugs</u>					
Tall Travel Mug Kit (mugs and paper)	172.80 (24 mugs)	7.20	7.20	17.99 - 21.99	4
<u>Twist Bottom Travel Mugs</u>					
Mug Kit (mugs and paper)	192.00 (24 mugs)	8.00	8.00	19.99 - 22.99	4
Shaker tops	25.00 (10 shaker tops)	2.50	2.50	4.99	2
<u>Sports Bottles</u>					
Sports Bottle Kit (bottles and paper) Available colors: Pink, Blue, Green, Red, White and Black	40.00 (8 sports bottles)	5.00	5.00	12.49 - 14.99	12*
<u>Wine Glasses</u>					
Wine Glass Kit (wine glasses and paper)	156.00 (24 wine glasses)	6.50	6.50	15.99 - 19.99	4
Wine Glass Lid and Straw	12.00 (12 lids + straws)	1.00	1.00	1.99	2
<u>Power Banks</u>					
Power Bank Kit (power banks, paper, boxes and inserts) Available colors: White	50.00 (5 power banks)	10.00	10.25	24.99 - 28.99	4
Bows	5.00 (20 bows)	0.25			
<u>Selfie Sticks</u>					
Selfie Stick Kit (selfie sticks and paper)	48.00 (12 selfie sticks)	4.00	4.00	9.99 - 11.99	4
<u>Cases for iPhone</u>					
Case for iPhone X Kit (case, paper and box)	50.00 (5 cases)	10.00	10.00	24.99 - 29.99	4
Case for iPhone 7 Kit (plastic shell, silicon liner, paper and box)	42.75 (5 cases)	8.55	8.80	21.99 - 24.99	9*
Case for iPhone 7 Plus Kit (plastic shell, silicon liner, paper, box and insert)	46.75 (5 cases)	9.35	9.60	23.99 - 26.99	6*
Case for iPhone 6/6s Kit (plastic shell, silicon liner, paper and box)	42.75 (5 cases)	8.55	8.80	21.99 - 24.99	9*
Case for iPhone 6/6s Plastic and Paper (plastic shell and paper)	22.00 (5 shells and paper)	4.40	4.40	10.99	
Case for iPhone 6/6s Plus Kit (plastic shell, silicon liner, paper, box and insert)	46.75 (5 cases)	9.35	9.60	23.99 - 26.99	9*
Case for iPhone 6/6s Plus Plastic and Paper (plastic shell and paper)	24.00 (5 shells and paper)	4.80	4.80	11.99	
Bows	5.00 (20 bows)	0.25			
<u>Bag Tags</u>					
Tag Kit (paper and pouches)	74.00 (40 tags)	1.85	2.00	4.99 - 5.99	4
Ribbons or Clear Loops	3.00 (20 ribbons/loops)	0.15			
<u>Pens</u>					
Pen Kit (pens, paper, boxes and inserts)	75.00 (20 pens)	3.75	4.00	9.99 - 11.99	4
Bows	5.00 (20 bows)	0.25			
<u>Bookmarks</u>					
Bookmark Kit (plastic sleeves, magnets and paper)	74.00 (40 bookmarks)	1.85	2.00	4.99 - 5.99	4
Ribbons	3.00 (20 ribbons)	0.15			

Stationery

Enclosure Cards w/ white env.	75.00 (20 boxes)	3.75	4.00	9.99 - 11.99	4
Flat Cards w/ white env.	75.00 (20 boxes)	3.75	4.00	9.99 - 11.99	4
Note Cards w/ white env.	75.00 (20 boxes)	3.75	4.00	9.99 - 11.99	4
Note Sheets	75.00 (20 boxes)	3.75	4.00	9.99 - 11.99	4
Bows	5.00 (20 bows)	0.25			

Flashlight

Flashlight Kit (flashlights, paper and pricing loops)	86.40 (12 flashlights)	7.20	7.20	17.99 - 19.99	4
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Handle Mugs

Handle Mug Kit (mugs and paper)	78.00 (12 mugs)	6.50	6.50	15.99 - 17.99	4
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Journals

Journal 6x9 Kit (journals, pouches, pads and paper)	86.40 (12 journals)	7.20	7.20	17.99 - 19.99	2
Journal 4x6 Kit (journals, pouches, pads and paper)	64.80 (12 journals)	5.40	5.40	13.49 - 14.99	2

Steel Mugs

Steel Mug Kit (tumblers and paper)	124.80 (12 mugs)	10.40	10.40	25.99 - 29.99	4
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Vase

Vase Kit (vases and paper)	48.00 (6 vases)	8.00	8.00	19.99 - 22.99	1
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Sippy Cup

Sippy Cup with handles Kit (sippy cups and paper)	48.00 (6 sippy cups)	8.00	8.00	19.99 - 22.99	2
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Toddler Cup

Toddler Cup Kit (toddler cups and paper)	48.00 (6 toddler cups)	8.00	8.00	19.99 - 22.99	2
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Badge Reel

Badge Reel Kit (badge reels and paper)	60.00 (12 badge reels)	5.00	5.00	12.99 - 14.99	4
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Holiday Ornament

Ornament Kit (ornaments and paper)	39.00 (6 ornaments)	6.50	6.50	15.99 - 19.99	2
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Metal Keychain

Keychain Kit (keychains and paper) Available colors: Gold, Chrome	60.00 (6 keychains)	10.00	10.00	19.99 - 22.99	4
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Keychains

Keychain Kit (keychains, paper & pricing loops)	80.00 (40 keychains)	2.00	2.00	4.99 - 5.99	4
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Awesome THIS! Laser Supplies

	Pack Cost	Unit Cost	Cost per piece	Sugg. Retail	
<u>Insulated Steel Stemless Wine 9oz.</u>					
Stemless Steel Kit (cups and paper) Available colors: White, Black	63.00 (6 cups)	10.50	10.50	25.99 - 29.99	
<u>Insulated Steel Water Bottle 17oz.</u>					
17 Ounce Steel Kit (bottles and paper) Available colors: White, Black	75.00 (6 bottles)	12.50	12.50	29.99 - 34.99	
<u>Insulated Steel Mug 20oz.</u>					
Coffee Steel Kit (mugs and paper) Available colors: White, Black, Stainless	75.00 (6 mugs)	12.50	12.50	29.99 - 34.99	
<u>Insulated Steel Food Jar 12oz.</u>					
Steel Food Jar Kit (jars and paper) Available colors: White	57.00 (6 jars)	9.50	9.50	22.99 - 25.99	
<u>Insulated Steel Sports Bottle 12oz.</u>					
12 Ounce Sports Bottle Kit (bottles and paper)	57.00 (6 bottles)	9.50	9.50	22.99 - 25.99	

Insulated Steel Sports Bottle 24oz.

24 Ounce Sports Bottle Kit (bottles and paper)
Available colors: White, Black

84.00 (6 bottles) 14.00 14.00 34.99 - 39.99

Insulated Steel Tumbler 24oz.

24 Ounce Tumbler Kit (tumblers and paper)

75.00 (6 tumblers) 12.50 12.50 29.99 - 34.99

Flask 6oz.

Flask Kit (flasks and paper)

52.80 (6 flasks) 8.80 8.80 21.99 - 24.99

Flask 8oz.

Flask Kit (flasks and paper)

52.80 (6 flasks) 8.80 8.80 21.99 - 24.99

Pet Bowl

Bowl Kit (bowl and paper)

63.00 (6 bowls) 10.50 10.50 25.99 - 29.99

Dry Erase White Board

Board Kit (board and paper)

84.00 (6 boards) 14.00 14.00 34.99 - 39.99

Awesome THIS! Heat Supplies

	Pack Cost	Unit Cost	Cost per piece	Sugg. Retail	Number in Collection
<u>Flags</u>					
Flag Kit (flags and paper)	130.00 (20 flags)	6.50	6.50	24.99 (two-sided) 19.99 (one-sided)	4
<u>Flag Stands</u>					
Flag Indoor Hangers	65.00 (10 flag stands) 5.00 (20 hangers)	6.50 0.25	6.50 0.25	14.99 0.49	
<u>Cases for iPad</u>					
Case for iPad 2/3 Kit (cases, aluminum plates, paper)	90.00 (5 cases)	18.00	18.00	44.99	4
Case for iPad Air Kit (cases, aluminum plates, paper)	90.00 (5 cases)	18.00	18.00	44.99	0
Available colors: Black					
<u>Flip Flops</u>					
Flip Flop Kit (flip flops and paper)	47.50 (5 pairs)	9.50	10.00	24.99 - 29.99	7
Available sizes: Women's 6, 7, 8 and 9					
Men's 10, 11 and 12					
Flip Flop Straps	2.50 (5 pairs)	0.50			7
Available in: 3 (for sizes 8 and 9), 4 (for sizes 6 and 7), 10, 11 and 12					
Youth Flip Flop Kit (flip flops boards and paper)	37.50 (5 pairs)	7.50	8.00	19.99 - 21.99	7
Available sizes: Y11, Y12, Y13, Y1, Y2, Y3, Y4					
Youth Flip Flop Straps	2.50 (5 pairs)	0.50			7
Available sizes: Y11, Y12, Y13, Y1, Y2, Y3, Y4					
<u>Coasters</u>					
Coaster Kit (coasters, paper, boxes and inserts)	93.00 (12 boxes of 4)	7.75	8.00	19.99 - 21.99	4
<u>License Plates</u>					
License Plate Kit (license plates and paper)	96.00 (12 license plates)	8.00	8.00	19.99 - 24.99	4
<u>Pillows</u>					
Cotton-Feel Pillow Cover Kit (pillow covers and paper)	120.00 (12 pillow covers)	10.00	10.00	24.99 - 29.99	4
Pillow Fill	60.00 (12 inserts)	5.00	5.00	9.99	0

12. Internet Connection

An internet connection is required for Awesome THIS! and/or IDW to contact InScribe's central servers to customize gifts and invitations. It is also needed to receive automatic software updates from InScribe, and to use the Support button in Print Manager.

The Support button allows InScribe's Customer Support team to connect directly to your computer to troubleshoot and solve issues with your system.

Your system will also report sales data back to InScribe. Information derived from sales reporting is critical to the development of all Awesome THIS! and Infinite Designs products.

13. Customer Support

When you call InScribe, you will be directed to a Customer Support representative who can take your supply order, resolve account issues or assist with technical or user support questions.

After the first 90 days, we encourage all invitation dealers to enroll in the Support Program for an annual fee.

14. Success Builder Program

Your Success Builder specialist will notify you when your system has shipped, set up training when needed, make sure your system is up and running and assist you if any issues arise. To get started:

- ☐ Prepare your network, display and printing spaces.

- ☐ Set up your system by following the instructions and/or guides. Call 800-346-3461 for assistance.

- ☐ Begin running ads and promotions once system is up and running.

15. Paper Codes and Counter

To maintain the highest product quality standards, it is essential that InScribe and Awesome THIS! and Infinite Designs artwork be printed only on InScribe and Awesome THIS! paper, respectively. To ensure this, a paper code is issued with each paper or supply order. The paper code enables you to print the quantity of invitations or gifts purchased. This is regulated by a small counter attached to the system.

16. Ink and Toner Cartridges

To ensure the quality of your printing and color calibration, InScribe urges you to use only InScribe recommended ink and toner cartridges.

17. Awesome THIS! Premier Program

Dealers who purchase the Awesome THIS! Product Collection and/or Awesome THIS! Heat Product Collection automatically receive membership in the Awesome THIS! Premier Program. Membership in the program can be discontinued at any time.

Money Back Guarantee

InScribe provides a full Money Back Guarantee for a period of ninety days from the shipping date (plus up to seven days for delivery) on any InScribe software and the related printing system and merchandise, excluding pre-printed product for resale and related displays, purchased from InScribe, which is returned in good condition pursuant to the terms in this Guarantee. The Money Back Guarantee includes the full purchase price and all taxes actually paid for one system only, but does not include shipping and any related charges. This Guarantee does not apply to products, materials or merchandise purchased from others. To claim under this Guarantee, Dealer shall, not later than 5:00 p.m. EST on the last business day within the Guarantee Period, obtain from InScribe (in writing, including by fax) a Return Materials Authorization number ("RMA"), and shall return all materials to InScribe in the same condition as delivered to Dealer, ordinary wear and tear excepted, not later than 5:00 p.m. EST on the tenth (10th) business day after issuance of the RMA. The Money Back Guarantee shall be reduced to the extent of any damaged, incomplete or missing parts or merchandise. This Guarantee is governed by the license and other agreements between InScribe and the Dealer. (Rev. 1/15, Eff. - 12/31/2020)

Personalized Forever Guarantee

InScribe will replace any Awesome THIS! product that we confirm by visual inspection to have defects in materials or workmanship. Damages due to normal wear and tear (e.g. fading or scratching), accidental or intentional misuse are not covered. (Rev. 7/15, Eff. 6/1/17 - 12/31/2020)

Hardware Requirements

Computer Specifications

Your Windows computer must meet these requirements to run InScribe software.

- 100 GB available hard drive space, including 80 GB that must be available at all times
- 2 USB ports
- DVD drive
- 8 GB of RAM
- Windows 10, Windows 8.1 and Windows 7 with the latest Windows updates installed (Not compatible with Mac OS. Windows XP is no longer supported by Microsoft or InScribe.)
- 2 available USB ports (for InScribe counter and USB hub)

Antivirus software may need to be temporarily disabled while installing InScribe software.

Antivirus and firewall settings may need to be modified to allow InScribe software to run.

Meeting these specifications does not guarantee that the computer will run InScribe software correctly.

Network Requirements

- You must connect your Windows computer and Kiosk computer(s) to the same network, wired or wirelessly, and connect them to the internet. You must assign your Windows Computer a reserved IP address on your router. You may need a technician to do this.
- Your store must have 4G LTE coverage from major carriers and/or a guest Wi-Fi network that consumers can use to upload photos.

Browser Specifications

In order for the IDW, Awesome THIS! and the Print Manager to function, you must have the latest version of the Chrome browser installed.

Invitation Printers

Inf9000 Mark II Printer. . . \$299 (includes one free set of ink)

Inf9000 Ink cartridges: Cyan, Magenta, Yellow, Black, Light Cyan, Light Magenta, Red, Green (\$12 each)

The following invitation printers are also compatible with InScribe software: Inf9000

Banner Printers

Ban2000 Printer. . . \$600 (includes one free set of ink)

Ban2000 Ink cartridges: Cyan, Magenta, Yellow, Matte Black, Red, Orange, Photo Black, Gloss Optimizer (\$19.30 each)

The following banner printers are also compatible with InScribe software: Ban1900

Awesome THIS! Printers

Inf6820 Printer. . . \$160 (includes one free set of ink)

Inf6820 XL Ink cartridges: Yellow, Black, Cyan, Magenta (\$12 each), and Black PGBK (\$15)

Awesome THIS! Laser Printer

Laser 332 . . . \$250 (includes one starter toner set)

Laser 332 Toner cartridges: Yellow, Magenta & Cyan: \$110 each | Black: \$75 | \$405 as a full set

Awesome THIS! Heat Printer

Sub1430 Printer (for Awesome THIS! Heat products only) . . . \$379 (includes one free set of ink)

Sub1430 Ink cartridges: Yellow, Black, Cyan, Magenta, Light Cyan, Light Magenta (\$12 each)

Here's how we guarantee your success

1. **We provide clear setup instructions and access to our Customer Support team to make it easy to load your software on the Windows computer you choose. Your Windows computer must meet these requirements:**
 - If you purchase a **laptop computer from InScribe**, it will meet all requirements and come with the software installed.
 - If you use your own computer, it must have Windows 10, 8.1 or 7, the Chrome browser, 2 USB ports, a DVD drive, 8 GB of RAM and 100 GB of available hard drive space, including 80 GB that must be available at all times.
2. **We will provide you and your networking team with clear setup instructions and access to our Customer Support team. You must connect your Windows computer and Kiosk computer(s) to the same network, wired or wirelessly, and connect them to the internet.** You must assign your Windows computer a reserved IP address on your router. You may need a technician to do this. **Your store must have 4G LTE coverage from major carriers and/or a guest Wi-Fi network that consumers can use to upload photos.**
3. **It is easy to assemble and sell AwesomeTHIS! steel products.** We provide a training video and three samples to assemble and then use for display. You receive one display sample free with your initial purchase of each steel product.
4. **Awesome THIS! dealers are enrolled in the Awesome THIS! Benefits Program** (Refer to page 2).
5. When new gift products are available, **we automatically send Awesome THIS! Premier Dealers Starter Kits with free freight and free software.** When new invitation and/or banner art is available, we automatically send it to Infinite Designs dealers at a discounted price.
6. **With our No-Worries Printing we will replace paper that is damaged or unusable.** We provide FREE replacement paper for reasonable needs and charge only for the paper if there are larger needs.
7. **With our Personalized Forever Guarantee, every Awesome THIS! gift product is covered,** so you can sell with confidence.
8. **Our top-notch Customer Support team is available on the phone and via chat** to answer your questions, Monday through Friday, 9 a.m. - 5 p.m. EST. Awesome THIS! support is FREE. InScribe support is free for 90 days.
9. We've covered the details including **kiosks, pre-tied bows, print stations with supply storage, signage and social media support.** This makes it easy for you to market, sell and produce personalized products in your store, and deliver faster than the internet.
10. **Every system has a 90-day Money Back Guarantee.** InScribe assigns a Success Builder specialist to your business during these 90 days to get you up and running.
11. **As your partner, your success is our success.** We have 30 years of experience, and we love personalization! Enthusiasm equals success. Are you enthusiastic?

When do you want to set it up?