

## New Business Incentive Request Form

Fill in all light blue fields & click the "Submit To TrinDocs" button at the bottom.

Sales Rep Name

Customer Name

Customer Number

Request Date

**New Customer\*** - Effective Date of First Shipment

**Existing Customer\*** - Effective Date of First Shipment

Master Item or Blueprint

Comments - For new item with existing customer, describe how it will be incremental to Malnove

### APPROVALS

EVP - Sales

Sales Manager or Director

CFO

#### ***New Customer Definition:***

A new customer means a customer that Malnove has not done business with during the 3 years immediately preceding the date of the first shipment to the customer and does not apply to house orders or test orders.

#### ***New Product Line with an Existing Customer Definition:***

A new product/blueprint that the customer has never produced (not a new flavor line extension or different count carton); or a product that has not been produced by the customer for at least 3 years.