

Guidelines for NiceLabel channel partner ecommerce websites

Loftware welcomes members of our Partner Program to offer our NiceLabel Designer and Desktop software on your online stores. Only members of the Program (“Partners”) may resell NiceLabel software. We ask that all Partners comply with these guidelines for your online offers.

- Partners who offer NiceLabel products on their websites must be members of the Loftware channel partner program. Resellers join the NiceLabel partner program by registering at <https://www.nicelabel.com/partners/partner-program> and accepting the Terms and Conditions.
- Partners who only sell online and a telephone sales team are Affiliate Partners.
- The Loftware NiceLabel products that members of the NiceLabel channel partner program may offer on their websites are listed below.
- Website offers for NiceLabel products must be presented in the same format as listed at <https://www.nicelabel.com/buy-online>.
- Label Management System and Label Cloud are not available for purchase by ecommerce. Website offers for these NiceLabel products should indicate ‘Request a consultation’, or ‘Price on Application’ or similar. This allows for a sales consultation to ascertain the exact needs of the customer, and enter into a solution selling engagement.
- Partners who sell online and via a field sales and sales engineering team are Authorized, Business or Solutions Partners. Refer to our Program Guide for more details at <https://www.loftware.com/partners/channel-partner-program>.
- In North America, Partners must follow Loftware’s MAP guidelines at [https://www.loftware.com/siteassets/docs/legal/minimum advertized price policy - us and canada.pdf](https://www.loftware.com/siteassets/docs/legal/minimum_advertized_price_policy_-_us_and_canada.pdf)

| Perpetual Licensed Products Product Names | SKU |
|-------------------------------------------|------------|
| Designer Express | NLDEXX001S |
| Designer Express, 1 year SMA | NLDEXX0011 |
| Designer Express, 3 year SMA | NLDEXX0013 |
| Designer Pro | NLDPXX001S |
| Designer Pro, 1 year SMA | NLDPXX0011 |
| Designer Pro, 3 year SMA | NLDPXX0013 |
| Designer Pro 3 printers | NLDPXX003S |



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|-------------------------------------------------|------------|
| Designer Pro 3 printers, 1 year SMA | NLDPXX0031 |
| Designer Pro 3 printers, 3 year SMA | NLDPXX0033 |
| Designer Pro 5 printers | NLDPXX005S |
| Designer Pro 5 printers, 1 year SMA | NLDPXX0051 |
| Designer Pro 5 printers, 3 year SMA | NLDPXX0053 |
| Designer Pro 10 printers | NLDPXX010S |
| Designer Pro 10 printers, 1 year SMA | NLDPXX0101 |
| Designer Pro 10 printers, 3 year SMA | NLDPXX0103 |
| PowerForms Suite 10 printers | NLPSXX010S |
| PowerForms Suite 10 printers, 1 year SMA | NLPSXX0101 |
| PowerForms Suite 10 printers, 3 year SMA | NLPSXX0103 |
| PowerForms Suite 3 printers | NLPSXX003S |
| PowerForms Suite 3 printers, 1 year SMA | NLPSXX0031 |
| PowerForms Suite 3 printers, 3 year SMA | NLPSXX0033 |
| PowerForms Suite 5 printers | NLPSXX005S |
| PowerForms Suite 5 printers, 1 year SMA | NLPSXX0051 |
| PowerForms Suite 5 printers, 3 year SMA | NLPSXX0053 |

For further information, please do not hesitate to contact your Loftware channel sales representative or contact us at sales@loftware.com.

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