

2025 CATALOG



**ORDER
2025
ITEMS NOW**



2025 RENEWAL KIT

Get the most popular set of materials. Calendar, decals, and training tools with FDA and state law summaries.



THREE TRAINING COURSES

Practice Age Calculation, Checking IDs and Handling Confrontations



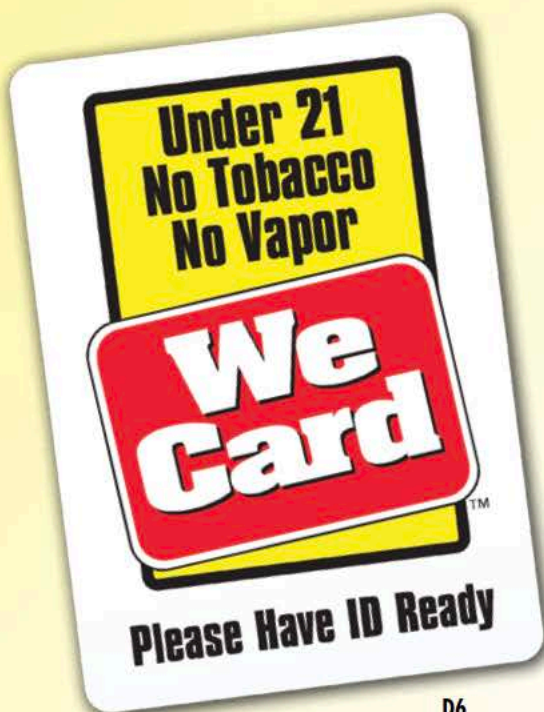
FDA CHECKS

Make sure you know FDA Requirements of Retailers. 9,000 store inspections occur nearly every month.

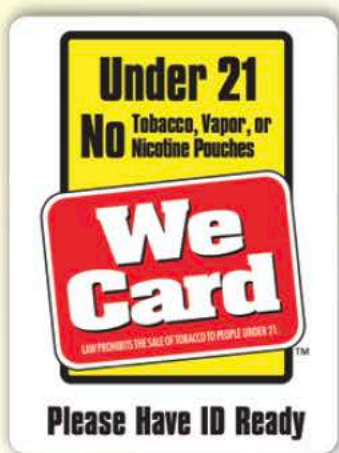


SIGNAGE KIT

A new campaign to help prevent Adult Buys for Underage—see inside.



D6



D7A



D18



DCH21

Signage

Window/Door Decals

Perfect for your store's front door or window! Let customers know you're serious. Easy to apply and helps remind employees to ask for ID while sending a strong message to potential underage buyers.

TOBACCO DECAL (6" X 8.5")

D6	Under 21	\$1.50 ea.
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We Card signs do not meet state sign requirements and cannot be used as a substitute for state law mandated signs.

Decal with Nicotine Pouches

TOBACCO DECAL

(6" X 8.5")

D7A	Under 21	\$1.50 ea.
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TOBACCO POS STICKERS

(3" X 4")

D8A	Under 21	50¢ ea.
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Alert Customers of ID Scanning

WE SCAN IDS DECALS

(6" X 8.5")

D18	Under 30? version	\$1.50 ea.
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D19	Under 40? version	\$1.50 ea.
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D20	All Customers version	\$1.50 ea.
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WE SCAN IDS POS STICKERS

(3" X 4")

SCAN30	Under 30? version	50¢ ea.
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SCANALL	All Customers version	50¢ ea.
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Under 30?

TOBACCO AND ALCOHOL DECAL

(6" X 8.5")

DCH21	Under 30 – 21 Tobacco/21 Alcohol	\$1.50 ea.
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2025 We Card Renewal Kit

Get the most popular set of materials!

“Preventing illegal sales to minors is easier with We Card”

“I get signage, age calculation tools, a state law summary and tipsheets—the essentials for keeping my employees up to speed and my customers in the know.”

ONLY \$19.99 PLUS S&H



The most compact and convenient set of materials We Card has to offer is also the most popular kit ordered by retailers every year. Refresh your retail locations with updated, effective We Card materials.

Kit includes:

- **We Card Calendar** — a 365 page-a-day calendar providing the ever-critical Born After This Date? NO AGE RESTRICTED PRODUCTS date (for every day of the year). Cashiers use it for comparing a carded customer’s ID to determine whether to legally sell or properly deny underage sales.
- **Two Age-of-Purchase Stickers** — displays the last birth year a customer’s ID must show in order to legally buy tobacco. If the customer was born after the current day of the year shown on the sticker, no tobacco sale should be made.
- **Two Window/Door Decals** alert customers to “Please Have ID Ready.”
- **Two Employee Guides and Tipsheets** on spotting fake IDs and handling adult for underage purchases.

2025 WE CARD RENEWAL KIT

M45	21 yr Tobacco and Vapor	\$19.99 ea.
M2125	21 yr Tobacco, Vapor and Alcohol	\$19.99 ea.
M85	21 yr Tobacco and Vapor — California Only	\$19.99 ea.

We Card signs do not meet state sign requirements and cannot be used as a substitute for state law mandated signs.

ORDER EARLY for timely delivery!

Employee Guide

(with state law summary)

A must-read for new employees!

We Card's Employee Guide provides a personal summary* of your state's tobacco and e-vapor minimum age sales laws and requirements, advice on asking for ID and handling difficult situations.

EMPLOYEE GUIDE

L1 Employee Guide 75¢ ea.



*DISCLAIMER: Your state law summary is provided as a service of The We Card Program, Inc. but is not intended to provide legal advice or analysis; users with questions about the law should seek the advice of counsel. Each state law is unique and possibly represents multiple legislative or regulatory acts. Local laws may impose additional requirements. Check with local authorities to find out about such laws. These summaries are not intended to be complete representations of state law.

2025 Age-Of-Purchase Calendar

An absolute necessity for any retailer!

This proven age calculation tool displays the most recent date a customer's valid ID can show in order to legally purchase tobacco. Born After This Date? NO AGE RESTRICTED PRODUCTS.

2025 AGE-OF-PURCHASE CALENDAR

A45 21 yr All Restricted Products \$13.99 ea.

ONLY \$13.99 PLUS S&H

Simply compare the dates



The We Card calendar makes it easy to check ID!

HOW IT WORKS: Place your calendar on the counter and simply compare the date displayed on the calendar with the date of birth on the customer ID. Is the date on the ID AFTER the date on the calendar? Refuse the sale!

Order at wecard.org or call 1-800-934-3968



eLearning Center

It's time to train.

We Card uses interactive and engaging exercises, simulations and evaluations to teach and test responsibly retailing age-restricted products.



You'll learn how to:

Ask for ID & identify minors



Spot Fake IDs



Practice Age Calculation



Plus Interactive Games and more!



All courses are built to be LMS-ready and SCORM-compliant. Ask for a test drive on your LMS!

Train now at www.wecard.org

Cash Register Wobbler

Sticks to the top or back of your cash register and moves with even the slightest vibration to get customers' attention. Communicates the carding age requirement to your customers.

CASH REGISTER WOBBLER

CRW Under 30 \$1.75 ea.



Scan to order online today!

Order at wecard.org

FREE Retail Store Signage Kit

Join thousands of retailers helping to prevent adult purchases of tobacco and vapor products on behalf of those underage.

Two options available:

FREE RETAIL SIGNAGE KIT

KBARI	Be a Real Influencer Signage Kit	FREE
KWCWC	We Card We Care Signage Kit	FREE



GOT MORE THAN ONE STORE? Then order one for each store!



Be A Real Influencer

An eye-catching campaign using images of friendly, young adults aged 21+, inspiring them to “be a real influencer” (a role model) and be comfortable saying “no” when asked by someone underage to buy or give them tobacco and vaping products.



We Card We Care

This campaign informs customers: If they're under 21: NO Bumping. NO Borrowing. And NO Buying for Them.

Important: Campaign signage is not a replacement for your We Card or other store signage efforts to identify & deny underage age-restricted product purchase attempts. This is an add-on program effort!

Add one of these FREE Kits to your Order!

We Card

A Training Compliance Service
using 21-25 year old checkers
to see if employees ask for ID.

ID CHECK-UP

Are your employees carding?
Know for Sure.

- Retailers who use We Card ID Check-Up training see their employees card more often!
- After 12 months of routine, bimonthly checks, you can improve your compliance rate by 40%!*

TIME IN PROGRAM	PASS	FAIL
After 1 month	65.8%	34.2%
After 3 months	83.9%	16.1%
After 6 months	89.3%	10.7%
After 12 months	95.5%	4.5%

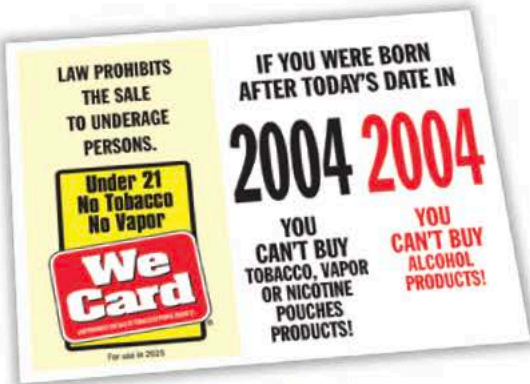
*Time in Program and Pass/Fail statistics are based on aggregate data generated through thousands of shopper visits over several years under the same, or similar, programs as the We Card ID Check-Up program. Results may vary by individual retailer.

- After all, preventing underage e-cigarette, vaping and tobacco product sales is your responsibility.

Sign-Up Now at wecard.org/overview



Our 21-25 year old checkers help you know if your employees are carding.



C2521 Shown Here

2025 Age-Of-Purchase Sticker (5.25" X 4.25")

Simply effective at preventing underage sales! Displays the most recent year a customer's valid ID can show in order to legally purchase.

2025 AGE-OF-PURCHASE STICKER

C45	21 yr Tobacco and Vapor	50¢ ea.
C2521	21 yr Tobacco/Vapor & Alcohol	50¢ ea.
C75	21 yr Vapor	50¢ ea.

Order at wecard.org or call 1-800-934-3968

FDA Update



FDA has completed nearly 2 million inspections of retailers — checking to make sure you comply with the federal 21-yr minimum age and FDA regulations of tobacco and vaping products.

BE PREPARED! THE FINES AND PENALTIES ARE SEVERE.

Note: FDA adjusts the fines annually for inflation.

FDA FINES & PENALTIES

# of Violations	Fine
1st	Warning Letter
2 within 12 months	\$345
3 within 24 months	\$687
4 within 24 months	\$2,757
5 within 36 months	\$6,892
6 within 48 months	\$13,785
5 or more within 36 months	No Sale Order

Chart as of 10-06-23



Scanning IDs or Plan To In the Future?

Commit to an electronic age calculation device that reads the ID's barcode.

These systems can make a significant step toward a perfect compliance record. If you're not scanning IDs, consider it. Make sure you provide your employees with training and job aides on properly scanning and inform your customers that "We Scan IDs."

Prep employees with the *Using an ID Scanner tipsheet*

Order tipsheet G3

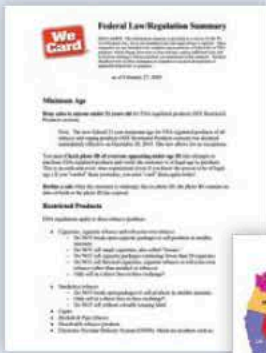


Inform customers so they'll know what to expect!

See signage page

We Card Resources

Check out the Resource Center



Federal Law and FDA Regulations Summary

A condensed set of descriptive bullets outlining what's required of retailers.



State Law Summaries

Find out about the laws in your state—including fines and penalties.



We Card's Guide to Best Practices

An interactive PDF highlighting We Card's Best Practices and solutions to implementing them for your company. To obtain the Guide, please complete our survey first.



We Card's Template for a Company Tobacco & Vaping Product Sales Policy

Customize this Word document template to create a written company policy, have your employees read & sign the Acknowledgement. Keep a copy in their employee file.

Find these resources and much more at www.wecard.org



Using an ID Scanner

Tipsheet 6" x 9" laminated job aide

Provides employees with the basic steps on using an ID scanner with "What to Say" tips on denying underage sales and those with expired IDs.

USING AN ID SCANNER TIPSHEET

G3 Using an ID Scanner tipsheet \$1.00 ea.



2025 CATALOG

3 EASY WAYS to ORDER

Order online: **www.wecard.org**

Call toll-free: **1-800-934-3968**

Mail-in: **The We Card Program, Inc.**
c/o PFC Fulfillment
P.O. Box 5114
Clinton, IA 52736

ORDER EARLY for timely delivery!



WE CARD MATERIALS ORDER FORM

The We Card Program, Inc.
c/o PFC Fulfillment
P.O. Box 5114
Clinton, IA 52736

PROMOTION CODE: DNX24

Order by phone at 1-800-934-3968
Shop online at www.wecard.org

We Ship Fedex Ground and USPS.
No P.O. Boxes Please!

Thank You for Ordering We Card Materials.
Most in-stock items are delivered within 2-3 weeks after receipt of order.
Credit cards and payments by check are accepted. COD or corporate accounts are not available.

PRIVACY STATEMENT: We try to make sure that the personal identifying information you provide us remains private. We will not sell, rent, trade or otherwise disclose the personal identifying information you provide to anyone outside of The We Card Program, Inc., its affiliates, successors and our contractors providing services to us (in the latter case, information is disclosed only for purposes of providing those services) unless we are required by law or have a good faith basis for believing that you are in violation of these policies or federal, state or local laws.

BILLING ADDRESS:

First Name _____ Last Name _____
Business Title _____
Company _____
Address 1 _____
Address 2 _____
City _____ State ____ ZIP _____
Phone: () _____

SHIPPING ADDRESS: *if different than above address*

First Name _____ Last Name _____
Company _____
Address 1 _____
Address 2 _____
City _____ State ____ ZIP _____
Phone: () _____

WE CARD KIT PRICING & EMPLOYEE GUIDES					TOTAL
Qty.	Product Code (required)	Name of Item	State (required)	Unit Price	
		We Card's Renewal Kit		\$19.99	
		We Card's E-Vapor Kit		\$7.99	
		Employee Guides (state specific)		75¢	

30-DAY GUARANTEE!
We want you to be satisfied with your We Card Program Materials.
If for any reason you are not satisfied with your purchase, send it back for a 100% refund of the purchase price, less shipping and handling.

WE CARD CALENDAR AND AGE CHECKER™					TOTAL
Qty.	Product Code	Name of Item	State (required)	Unit Price	
	A45	Calendar 21 yr All Restricted Products		\$13.99	
PRICING FOR ALL OTHER ITEMS					
Qty.	Product Code	Name of Item	State (required)	Unit Price	
2	TP1	EXAMPLE "Now What?" Poster		1.95	3.90

We Ship Fedex Ground and USPS.
No P.O. Boxes Please!

SHIPPING & HANDLING

TOTAL PURCHASES	ADD
Up to \$10.00	\$6.95
\$10.01 – \$20.00	\$8.95
\$20.01 – \$30.00	\$9.95
\$30.01 – \$40.00	\$10.95
\$40.01 – \$50.00	\$12.95
\$50.01 – \$75.00	\$13.95
\$75.01 – \$100.00	\$15.95
\$100.01 – \$150.00	\$19.95
\$150.01 or more	\$33.00

For quantities of 500 or more, volume discounts may be available.

SUBTOTAL	
	Shipping & Handling
	SUBTOTAL including shipping & handling
	For each additional ship-to-address, add \$6.95
	For Virginia deliveries only, add 6% sales tax to total purchase (including all S&H charges)
Check or Money Order \$ _____	make checks payable to: We Card TOTAL

CREDIT CARD INFORMATION

VISA MasterCard AMEX Discover Expiration Date: -

Credit Card #

Name as it appears on the card (Print Clearly): _____

Signature of Card Holder: _____