

Rapid Retail Accelerator Program

by
Bonitas International

✓ What You Get with the Accelerator

- **Walmart Expertise** – Our team has decades of experience navigating Walmart's systems, buyers, and processes.
- **Approved Supplier Status** – As a long-term vendor partner for Walmart, we serve as a distributor for third-party products, enabling coveted access to 4,000+ U.S. locations.
- **Direct-to-Store (DTS) Distribution** – Our proprietary system compresses traditional timelines and bottlenecks from years to months, enabling products to reach shelves quickly and efficiently.
- **National Field Sales Force** – 26 in-market reps with real time insight into white space product opportunities and relationships covering 4000 Walmart doors enable rapid market execution.
- **Sales Support Programs** – We design and execute programs that drive results, supported by real-time performance reporting for visibility and accountability.
- **Proven Track Record** – Bonitas has successfully scaled multiple programs, earning repeat business and trust from our Walmart partnership.

👉 What's Expected from Our Partners

To ensure success and compliance inside Walmart, participating manufacturers must:

- **Factory Compliance** – Factories must comply with Walmart's Responsible Sourcing Audit Program (RSAP) and pass a mandatory Responsible Sourcing Audit (RSA). Audits are benchmarked against global standards such as SMETA and SA8000, and must be conducted by Walmart-approved firms including Intertek, UL, Bureau Veritas, SGS, and TÜV Rheinland. US manufacturing is not subject to these certifications at this time.
- **Consumer Testing** – Products must pass all applicable quality, performance, and safety requirements through Walmart-approved labs such as UL. Testing covers durability, flammability, chemical safety, and compliance with federal standards (e.g., CPSIA, ASTM, IEC/UL). Testing is done at the expense of the manufacturer.
- **Insurance** – Provide a Certificate of Insurance (COI) with general liability coverage of \$2M aggregate / \$1M per occurrence, including product liability, naming Bonitas International as an additional insured
- **Retail-Ready Programs** – Supply PDQ shippers, sidekicks, and end-trays that meet Walmart's merchandising guidelines, and provide product samples and graphic assets for sales catalogs and marketing programs.
- **EDLP Alignment** – Deliver quality products that support Walmart's Everyday Low Price (EDLP) model by balancing value, safety, and affordability.
- **Attractive Margins** – Provide programs with competitive margin opportunities to ensure long-term category growth.
- **Proven Sales History** – Offer products with an established record of market performance and consumer demand.
- **Payment Terms** – Agree to net 60-day payment terms for all invoicing.