

Edgemont Group

LEAFWERX FULL SPEC



Retail Partner Guide

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What Makes Us Who We Are

Our Products



Purpose Grown



Consistent, Affordable Quality



Fit For Your Way Of Life

Our Partnership



Cannabis Cultivated for Oil



360° Retailer Support



Consistent Value at Scale

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Our Products

Our products stand out in the marketplace, and customer recognize that.

The three traits below drive all our product choices and make our products unique.

The result? Delighted customers confident in our consistency.



Purpose Grown

Customers know that our products are grown with purpose.

They know that our products start in our soil, grown by our cultivation team.

Because of this, they know our genetics are curated, our production is environmentally sustainable, and our pest management is minimal and all natural.

They know the details matter, from food grade CO₂, to industry leading Live Resin extraction technology, to top quality hardware choices.

They know our purpose is always improving, with new cultivation techniques, new extraction techniques, and new cannabis genetic research.

They know that our purpose is informed by customers. That we're always striving to learn more about their needs and tailor our products to those needs.



Consistent, Affordable Quality

Customers know that they can get a great experience from our products.

They know that our products are only cannabis, with no additives, pesticides, or cutting agents.

They know they are getting a strain specific experience that comes directly from cannabis, not from a blend of terpenes from other plants meant to replicate cannabis.

They know our products are consistent and reliable, and that buying our brands means avoiding mediocre strains, faulty hardware, and unexpected experiences.

And because of our obsession with production efficiency, they know that buying our products won't require a financial sacrifice.



Fit For Your Way Of Life

Our customers know that our products are made to fit their life.

They can use our products in a way they prefer; on the go or making themselves at home

They see that we want to enhance their life with cannabis, whether they are looking to go, create, vibe, enjoy, chill, or just soothe.

They know that we make something for them to enjoy, whether they are a first time user or a life long aficionado.

They see that we are looking to simplify and standardize how we talk about cannabis. Because when we share a common language, we can truly connect.

They know they can always try something new – a new strain, a new oil type, or a new mood, each time they select our products.

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Our Partnership

We want our retail partners to win just as much as we want our customers to be delighted.

The following three traits give us a unique position as a vendor partner to retailers.



Single Source Cultivation For Oil

Our partners recognize the value of our single source production model, in which we cultivate and extract our own cannabis.

They recognize that control in cultivation and extraction is an assurance of consistency and quality at scale; an assurance that they can pass along to their customers.

They recognize that the quality of our products begins at the plant stage.

They recognize that quality is maintained through the plant's extraction all the way to its final packaged form on their shelves.

They recognize that delivering clean products without pesticides is more easily achieved without relying on cultivation partners and extraction partners.



360° Retailer Support

Our partners can rely on us for 360 degree support.

They can rely on our full service sales team to provide them education & merchandising support, design and execute smart replenishments, and assist in quickly solving problems that may arise.

They can leverage our order portal, our media library, and our return process to streamline operations and maximize marketing.

They can rely on our dedicated fulfillment team to execute dependable deliveries that comply with state regulations and store intake policies.

They can rely on our marketing team to connect directly with their customers, helping them understand our products and build organic enthusiasm for our brand.



Consistent Value at Scale

Our partners recognize our ability to provide consistent value at scale.

They understand how our single source production enables us to deliver quality products at competitive pricing.

They can confidently pass this competitive pricing on to a customer base that is used to buying great products in a price sensitive environment.

They enjoy the benefits of our large scale inventory and on-demand availability.

They don't have to deal with lengthy turnaround times, delayed fulfillment, or prohibitive order minimums.

They see how our data, fulfillment, and sales teams can provide valuable, quick support when needed.

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Product Overview



LEAFWERX

LIVE RESIN HYBRID

LIVE RESIN SAUCE + THC VAPOR

1g AVD Cartridge: **\$10.00 - MSRP \$30.00**
PAX ERA Pod: **\$10.00 - MSRP \$30.00**



REFINED

1g AVD Cartridge: **\$10.00 - MSRP \$30.00**
0.5g AVD Cartridge: **\$7.00 - MSRP \$21.00**
PAX ERA Pod: **\$10.00 - MSRP \$30.00**



LIVE RESIN SUGAR

LIVE RESIN CONCENTRATE

1g Concentrate: **\$10.00 - MSRP \$30.00**



ULTRA REFINED

1g AVD Cartridge: **\$13.00 - MSRP \$39.00**
0.5g AVD Cartridge: **\$10.00 - MSRP \$30.00**
PAX ERA Pod: **\$10.00 - MSRP \$30.00**



LIVE RESIN BADDER

LIVE RESIN CONCENTRATE

1g Concentrate: **\$10.00 - MSRP \$30.00**



CURED RESIN

1g AVD Cartridge: **\$10.00 - MSRP \$30.00**
PAX ERA Pod: **\$10.00 - MSRP \$30.00**



LIVE RESIN CRUMBLE

LIVE RESIN CONCENTRATE

1g Concentrate: **\$10.00 - MSRP \$30.00**



CBD

1g AVD Cartridge: **\$15.00 - MSRP \$45.00**
0.5g AVD Cartridge: **\$10.00 - MSRP \$30.00**
PAX ERA Pod: **\$13.00 - MSRP \$39.00**



LIVE RESIN SHATTER

LIVE RESIN CONCENTRATE

1g Concentrate: **\$10.00 - MSRP \$30.00**



BRIGHTS

1g Concentrate: **\$9.00 - MSRP \$27.00**



LIVE RESIN AU JUS

HIGH TERPENE LIVE RESIN DAB VIAL

1g Concentrate: **\$10.00 - MSRP \$30.00**



learn more!

leafwerx.com/budtenders



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The Retail Partner Growth System

We understand that growth doesn't occur without a support system.

Just as we ensure that our cannabis plants have the proper system to drive their healthy growth, we ensure that our retail partners have the the proper system for healthy growth.



Quality Products That Customers Want

- Single Source Consistency at Scale
- Only Cannabis - No additives, pesticides, or botanical terpenes
- Quality Assurance & Optimized Hardware
- Simple Value Pricing



360 Degree Support

- Designated Full Service Sales Representative
- Responsive Fulfillment Support
- Dependable Return Protocols
- Digital & In-Store Product Education



Customer Connection

- Active Social Media, Newsletter, and Web Presence
- Targetted Advertising
- Customer Service
- Informative, Engaging Packaging



Informed Replenishments

- Customizable Vendor Managed Inventory
- Recurring Scheduled Replenishments
- Product and Process Surveys
- Sales History & Industry Trend Reporting
- User Friendly Live Inventory Order Portal

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Retail Partner Best Practices

Our Retail Partnerships are the lifeblood of our business, and we treat them with the utmost care.

We have found that when Retail Partners demonstrate the six following traits, the partnership is maximized, problems are minimized, sales grow, and customers are happy.

→ Partnership Mentality

Collaborative promotions, timely & specific feedback, sharing & aligning of visions, fair pricing, and long term mindset are a few markers of a partnership mentality. We view our relationships as partnerships, and respond well to the same mindset.

→ Responsive & Communicative

Timely responses to email, phone, and text communication are vital for great partnerships. We will always be respectful of proper times for these communications if those guidelines are shared. We also love scheduled meetings, which minimize disruption and distraction.

→ Consistent & Competitive Pricing

Our prices are simple and competitive. All we ask is that our products are fairly priced in relation to other products within the store. We also ask that products are priced in relation to their wholesale prices, and value is passed along to customers.

→ Full Staff Engagement

We can deliver our full range of services to retailers who proactively connect their staff with our team, maximizing our value to your store. We invite connections with budtenders, marketing staff, intake managers, ownership, and, of course, purchasing managers.

→ Updated & Organized Online Menu

As the industry moves more and more towards online shopping and in-store pickup, we ask that our retail partners represent our brand accurately on their online menus. This includes proper brand and product names, updated photos, and accurate pricing.

→ Consistent & Fresh Stock of Product

At the end of the day, our most simple request is that you make our products available to your customers. This means that they're happy, we're happy, and you're happy. It also means that customer associate our brand and your store with consistency, which is a trait we prioritize. We will assist in any way possible to achieve this - we just ask that you share this mindset and help us ensure you are consistently stocked with fresh product.