



CFA Coupon Program

The CFA's coupon redemption program is quite simply one of the most competitive in the industry. It has been designed to simplify a retailer's handling of coupons in today's business climate in which more and more consumers are using coupons to cut their food bills. The CFA program gives the retailer more:

- Prompt efficient handling of your coupons- Coupons are shipped to the CFA office using labels provided to you. They are shipped to the clearing house twice a week on Wednesday and Friday. Payment is made to retailers approximately 30 days from the date of receipt of coupons at the clearing house. Checks are mailed to you on Friday.
- Full payment plus a high shared fee- Payment consists of full face value plus a shared fee. The shared fee is calculated on the gross number of coupons submitted based on the schedule below. Payments are adjusted (minuses) for any chargebacks(rejected coupons) which are determined by manufacturers or their agents.
 - 0-1500 coupons .020 cents
 - 1501-4000 coupons .025 cents
 - 4001-6500 coupons .030 cents
 - 6501 and above .035 cents
- Detailed coupon reports to help you evaluate pertinent coupon information
- No coupon minimums
- Reduction of your labor costs- No need to count, bundle, or sort..CFA does all the work. However, if you have a face value of the coupons, that amount should be submitted
- Fully insured, in-transit and on site
- Full-time service for full-time retailer satisfaction. Program contact is Helen Giller

It is easy to participate and even easier to enroll. Call Helen at 860 677 8097 to discuss how we can be of service to you.