



End of Product Life • Reusable/Laminated Draft Boards & Removable Labels

As they say, all good things must come to an end. We're sad to announce that after 13 years, we have discontinued the Reusable Draft Board as well as the Removable Labels for those draft boards. Some of you are going to be disappointed, while some of you have been itchin' to get rid of that old draft board for a while now. The silver lining...no more broken finger nails while peeling the labels off after the draft.

Why now? There are a few reasons that it just doesn't make sense to offer this product any more.

1. **PRODUCT COSTS** Perhaps you've heard that costs [for EVERYTHING] have increased since around Jan 20, 2021. Here are some of the relevant pieces:
 - a. Labor...The Reusable Draft Board is our most labor-intensive product by far. We print it, laminate it, trim it, grommet it, roll it, package it, and ship it. With labor rates rising to current levels, we simply had to get more efficient.
 - b. Laminate costs have increased quite a bit since launch in 2011. Plus, our vendor has become unreliable in supplying the specific laminate, which allows for [relatively] easy removal after the draft.
 - c. Removable label costs have increased, and our supplier has not been able to get supplies reliably, which is a huge factor.
 - d. PVC costs have doubled (or more), and the Tension Stands require a lot of PVC. Most Reusable customers get a Tension Stand.
2. **Volume on this product has declined 67%** since 2016, particularly since we rolled out The Magnetic for football in 2020.
3. **Our laminator simply takes up too much space** in the warehouse, especially when our magnetic inventory arrives. We don't have another use for the laminator outside of Reusable Draft Boards.
4. **The 4-inch tubes take up too much space** in our warehouse. If not for the Reusables, we wouldn't need the 4-inch tubes. And since volume has declined, our 4-inch tube costs have approximately doubled since 2019.
5. **Our Magnetic line offers a superior product** for those seeking a value proposition on a going-forward basis.

Sorry to be long-winded, but we wanted you to know that there really are many reasons we came to this decision. To maintain the level of profitability needed, we would have to raise prices (on both the labels and the draft boards) to a higher level than we're comfortable with.

Special Offer for 2023 ONLY

You should have received a special offer in mid to late June. Please reference that offer and personalized promo code and expiration dates.



Going forward beyond 2023

We have a few boxes of Removable Labels for 2023 football. Once our Removable Label supply is consumed, it'll be gone for good.

IMPORTANT: Your Reusable board will continue to be Reusable until the stickers provided DO NOT HAVE THE RED STRIPE ON BACK. IF YOU ORDER EARLY ENOUGH while we still have the removable stock to send you, you can use it in 2023 as normal. And next year could simply get a set of Jumbo (permanent) labels for one last use. You'll want to pitch it once you put permanent labels onto that draft board, FYI.

IF YOU DO NOT ORDER EARLY ENOUGH in 2023 to get the Removable (Red Stripe) Labels, you can still order the permanently Jumbo labels to get one last use out of the draft board. Of course, you'll want to pitch it afterwards. And you'll need to get a different draft board at the next draft.

What products qualify for the early switch deal?

Just about all of our draft kits (draft board + labels) as shown below. Any of the "FAST-SHIP" kits offered at the end of the season do not qualify. Others not shown here may not qualify.

- Off-The-Shelf (OTS) Medium (aka "Commissioner's Dream")
- OTS Jumbo
- OTS Elephant
- All Canada-only kits
- OTS Paul Bunyan
- Custom WITH or WITHOUT The Draft Board Genie
- Custom Paul Bunyan
- The Adonis (Custom or OTS)
- Reusable Magnetic Jumbo (original size)
- Reusable Magnetic Elephant (new in 2023)

What if I already ordered the Removable Labels for 2023?

As long as we didn't ship it, reach out to us, at customer.service@BrunosDraftKits.com so we can change it for you? We won't start shipping the Removable Labels until June 25, FYI. If you want some time to talk to your league, call us so we can put your order on hold as we don't want you to be on the hook for the extra cost of returns.

What size label should I get if I've been using the Reusable Draft Board?

The Removable Labels are/were the equivalent of our Jumbo size. The Mediums are smaller, and the Elephant and Paul Bunyan are bigger.

Preferred pricing. How does that work?

You'll get \$3 to \$5 off per kit, depending on your order history. If you haven't bought for awhile, you may not have preferred pricing any more, but you can still use the code above. When you log into your Bruno's account, preferred pricing will be activated automatically.

What will be my discount if I just get the permanent labels this year and switch next year?

There will not be any offers beyond this as you will have gotten another year of draft board use in 2023.

Do you have any other reusable draft board options?

Yes, the Magnetic Draft Boards use a similar model. Buy it all in year 1 and just get the player updates next year.

**What are the pros/cons of the Magnetic Draft Board?**

Pros: Ease of removal, multiple drafts with one set of players, availability of On-Deck panels, that it's magnetic, Custom Team Labels reusable from year to year

Cons: More costly on front end, heavier, not customizable, limited to 18 rounds

What about Canada and/or other international customers?

Canada: We have already loaded up the warehouse in Canada, so you don't have to worry about running out this year on the main player sets. Just order the Canada-Only version.

International: There are only a handful of Reusable customers outside of USA and Canada. If we run out of Removable labels this year, contact us for alternative options..

What about rookies, IDPs and other subsets?

Given that we are trying to accommodate everyone, we cannot go through the production process for IDPs, Rookies Offense, Rookie IDP, Head Coaches, Super Deep Player Pools, Extra Team Labels, etc. There is a drop-down on the site when you order to get an extra sheet of blanks so you can write them in. Keep in mind that the Removables come 16 per page. They're just \$1 per sheet.

What about Custom Team Labels?

We'll continue to provide them in Removable format as long as possible. We have plenty of stock for the 2XJumbo size, so that won't be a problem. If you have a draft board from prior to 2019, you'll need standard Jumbo stock, which will compete with the player sets. So this could be problematic.

How will I know if you still have Removable stock?

When we run out, we'll change the availability to "Out of stock" on the website. We don't anticipate our supplies lasting very long once this email goes out.

Do you have any other packages that offer a custom draft board?

We do. Our custom draft boards are 1-time use, and you can use The Draft Board Genie to design it.

What if I haven't used my Reusable Draft Board in years or have been buying other boards from you already?

Looks like you've got an extra \$10 off on a draft board this year. Congrats!

Can I use the discount multiple times?

It will be applied once for each different kit on the same order. If you order a Jumbo and a custom, you'll get \$20 off. If you order 2 Jumbos, you'll get \$10 off, but you'll also get the multi-kit discount of \$8. PLUS, you'll get preferred pricing.