

**From:** Les Radford <les.radford@blackriflecoffee.com>  
**Sent:** Monday, May 15, 2023 12:04 PM  
**To:** jspringer@iseeinnovation.com  
**Cc:** Paula Moran  
**Subject:** Re: [EXTERNAL] RE: [EXTERNAL] Black Rifle Apex Order - Need Approval

Approved. Please use same PO.

Thanks Jason

Les Radford  
Sent from my iPhone

On May 15, 2023, at 12:02 PM, jspringer@iseeinnovation.com wrote:

Les,

Per our conversation and the email Paula sent over a few moments ago, we will add the 100 unit request to Nevada Beverage to the order below.

(100) APEX-5C-1001-CLR Apex Vault Wide 5 holder with Two Sided 4CP Graphic Insert & Overbox Carton Label \$22.69 each \$2,269.00 extended  
\*\*Carton label to state "Hold for Black Rifle Coffee"\*\*\*

UPS \$183.10

Shipping to Nevada Beverage

Nevada Beverage Company  
3940 W. Tropicana Ave  
Las Vegas, NV 89103  
702-942-4200

New totals for the order on Ref# 051223LES:

(2,350) APEX-5C-1001-CLR Apex Vault Wide 5 holder with Two Sided 4CP Graphic Insert & Overbox Carton Label \$22.69 each \$53,321.50 extended  
\*\*Carton label to state "Hold for Black Rifle Coffee"\*\*\*

(1) Artwork for Graphic Insert \$150.00

Shipping to 42 Different Distributors \$4,488.53 \*attached is a copy of the freight breakdown for your reference

Total before sales tax: \$57,960.03

Thanks,

Jason



**Jason Springer**

Account Executive

[jspringer@iseeinnovation.com](mailto:jspringer@iseeinnovation.com)

(917) 832 0525

[iSEEINNOVATION.COM](http://iSEEINNOVATION.COM)

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**From:** Les Radford <[les.radford@blackriflecoffee.com](mailto:les.radford@blackriflecoffee.com)>  
**Sent:** Friday, May 12, 2023 9:33 AM  
**To:** [jspringer@iseeinnovation.com](mailto:jspringer@iseeinnovation.com)  
**Subject:** RE: [EXTERNAL] Black Rifle Apex Order - Need Approval

Jason  
Approved. Please use Ref# 051223LES

Thanks for all your work on this

Les Radford  
Mgr. of Category Insights Strategy and Merchandising  
Cell: (919) 251-1676  
Black Rifle Coffee Company

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**From:** [jspringer@iseeinnovation.com](mailto:jspringer@iseeinnovation.com) <[jspringer@iseeinnovation.com](mailto:jspringer@iseeinnovation.com)>  
**Sent:** Friday, May 12, 2023 9:10 AM  
**To:** 'Les Radford' <[les.radford@blackriflecoffee.com](mailto:les.radford@blackriflecoffee.com)>  
**Subject:** [EXTERNAL] Black Rifle Apex Order - Need Approval

Les,

Can you please approve the following order:

Billing:

Black Rifle Coffee Company  
355 Spencer Lane  
San Antonio, TX 78201

Payment terms N30

(2,250) APEX-5C-1001-CLR Apex Vault Wide 5 holder with Two Sided 4CP Graphic Insert & Overbox Carton Label \$22.69 each \$51,052.50 extended  
\*\*Carton label to state "Hold for Black Rifle Coffee"\*\*\*

(1) Artwork for Graphic Insert \$150.00

Shipping to 41 Different Distributors \$4,305.43 \*attached is a copy of the freight breakdown for your reference

Total before sales tax: \$55,507.93

Sales tax is extra based on states we are required to collect sales tax in.

Please call my cell phone at 917-832-0525 should you have any questions.

Thank you for your business!

Jason



**Jason Springer**

Account Executive

[jspringer@iseeinnovation.com](mailto:jspringer@iseeinnovation.com)

(917) 832 0525

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