

Line sheet checklist

Before you hit send.

A line sheet is the one document most boutique buyers want with a first pitch. It should answer “what is it, what does it cost, how do I order” without a single reply email. Run down this list before you send it.

Your brand

- ☐ Brand name and logo at the top
- ☐ One contact: name, wholesale email, phone
- ☐ Website and Instagram
- ☐ Season or date (so a buyer knows it's current)

Every product

- ☐ One clear photo on a plain background, cropped the same way
- ☐ Product name and **SKU** (it goes on the purchase order and the reorder)
- ☐ Short description, size and materials
- ☐ Options (colors, scents, sizes), each with its own SKU
- ☐ Packaging shown, plus barcode/UPC if you have one

Prices

- ☐ **Wholesale price** per unit
- ☐ **MSRP** (suggested retail) right next to it
- ☐ Case pack: units per product (e.g. sold in 4s)

Terms

- ☐ Opening order minimum (**MOQ**) and reorder minimum
- ☐ **Lead time:** ships in X days, or made to order in X weeks
- ☐ Payment terms (prepay, net 30) and how you invoice
- ☐ Shipping: who pays, from where, free-shipping threshold
- ☐ Damage and returns policy
- ☐ Consignment split, if you offer it

How to order

- ☐ Order by email, order form, or Faire (link it)
- ☐ An order form on page 2, if you can

The file

- ☐ PDF, one or two pages, small enough to email
- ☐ File name with your brand: hollowpine-linesheet-fall26.pdf
- ☐ Opened on your phone once, to check it reads
- ☐ Prices double-checked against your website

Why it matters: 36 shops in Open Shelf ask for a line sheet by name, and 73 mention wholesale prices or terms in their pitch instructions. If a buyer has to ask what something costs, the pitch usually stops there.

From Open Shelf — independent US shops that accept new brands

joinopenshelf.com · Free line sheet template (PDF, Excel, Google Sheets). No email needed:

joinopenshelf.com/line-sheet-template/

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Counts are from published pitch instructions in the Open Shelf directory (625 shops, checked Oct 2026). Free to print, share, embed or repost. Please keep this credit.