



Mattel Order Process

Step 1 – Weekly Scheduling (Thursdays)

Mattel reviews open orders each Thursday and decides which items are scheduled for release the following week.

Step 2 – Open Order Report (Fridays)

Each Friday, Smart Brand Deals receives Mattel's Open Order Report. The key column is 'Schedule Release Qty' – this shows the units scheduled for release the next week. These units remain on the Open Order Report until the following Friday, when they move to the RNI Report.

Step 3 – RNI Report (Released, Not Invoiced)

The following Friday, the units that appeared in 'Schedule Release Qty' move into the RNI Report. This means they are confirmed, staged at Mattel's distribution center, and set to ship. Smart Brand Deals invoices clients at this stage, once items appear on the RNI Report.

Step 4 – Shipping & Arrival

From the time items are on the RNI Report, it typically takes 5–7 business days for Mattel to ship from their warehouse and another 7–10 business days in transit to arrive at our warehouse. In total, you can expect delivery in about 2 weeks or less after invoice.

Step 5 – Weekly Updates to You

Each Friday, Smart Brand Deals shares the latest order details so you always know what is still open, what has been scheduled for release, what has moved to RNI (confirmed & invoiced), and what is currently shipping. This ensures you're fully informed on the status of your orders every week.



Example Timeline

Week 1 (Thursday)

Mattel reviews open orders and schedules items for release the following week.

Week 1 (Friday)

We receive the Open Order Report. 'Schedule Release Qty' shows what is scheduled for next week.

Week 2 (Friday)

The units shown the previous week under 'Schedule Release Qty' now move to the RNI Report. At this stage, the order is confirmed, staged, and invoiced to you.

Week 2–4

Orders ship from Mattel's DC (5–7 business days) and arrive at our warehouse (7–10 business days in transit). From invoice (RNI), you can expect delivery in about 2 weeks or less.

Smart Brand Deals LLC
875 Gateway Drive, Ste 103, Apex, NC 27523
Phone: (508) 225-2150 | Email: sales@smartbranddeals.com
www.smartbranddeals.com