

Frequently Asked Questions

What is the New Jersey Small and Micro Business PPE Access Program?

The NJ Small and Micro Business PPE Access Program is designed to make quality, affordable PPE more easily available to all New Jersey small businesses, micro businesses, and non-profit organizations to help prevent the spread of COVID-19 and reduce the economic burden of purchasing PPE at market rates.

In addition, the program will:

1. Ensure small businesses, micro businesses, and non-profit organizations have the information they need to select the appropriate and most cost-effective PPE for their industry and needs.
2. Ensure that businesses in historically underserved communities can access affordable PPE.
3. Support New Jersey's manufacturing sector by providing a financial incentive for approved retailers, "Designated Vendors," to purchase PPE manufactured or assembled by businesses based in our state.

What are the 2 phases of the program?

Phase 1: Selecting retailers, "Designated Vendors," and Sourcing PPE from NJ Companies

Phase 1 of the PPE Access Program focused on identifying and designating qualified vendors, which are called "Designated Vendors," to launch online platforms where New Jersey companies can buy PPE at discounted prices. These online platforms offer a curated array of quality products. Businesses can access each Designated Vendor's online platform via the PPE Access Program website: covid19.nj.gov/ppeaccess. Through this website, small businesses and nonprofits will also be able to learn about workplace PPE best practices and use a simple tool to determine their PPE needs.

Under this phase, the program began offering a 10% discount for eligible New Jersey businesses of any size on PPE from Designated Vendors. These 10% discounts will be available for about one year.

In addition, Phase 1 includes a component to encourage the Designated Vendors to make wholesale purchases of PPE from NJ manufacturers as well as small distributors located in traditionally underserved NJ communities. To support this effort, NJEDA approved the creation of a \$3.5 million grant pool to be used as subsidies to bridge potential pricing gaps between NJ manufacturers and distributors and the global market.

Phase 2: Providing Discounts/Financial Subsidies to Small Businesses to Purchase PPE

Phase 2 of the PPE Access Program created a pool of grant funding to help subsidize PPE purchase price discounts for small businesses and nonprofits. Under this phase of the program:

- Eligible New Jersey businesses of any size can still receive a 10% discount on PPE from Designated Vendors.
- Eligible small businesses and nonprofits with 100 employees (FTEs) or fewer can receive a 10% discount plus an additional 65% discount on PPE from Designated Vendors. This discount may not exceed \$800.
- Eligible small businesses and nonprofits that are located in [New Jersey's 715 Opportunity Zone Eligible census tracts](#) can receive the same 10% discount plus an additional 65% discount on PPE from Designated Vendors, but are eligible for a higher discount cap of \$1,000.

What are the benefits of the program?

Most New Jersey businesses are eligible for a 10% discount to purchase PPE from Designated Vendors. Additionally:

- Eligible small businesses and nonprofits with 100 employees (FTEs) or fewer can receive the 10% discount plus an additional 65% discount on PPE from Designated Vendors. This discount may not exceed \$800.
- Eligible small businesses and nonprofits that are located in [New Jersey's 715 Opportunity Zone Eligible census tracts](#) can receive the same 10% discount plus an additional 65% discount on PPE from Designated Vendors, but are eligible for a higher discount cap of \$1,000.
- All businesses will have access to a seamless, easy-to-use online portal that will assist businesses and not-for-profit organizations in identifying the most appropriate and cost-effective PPE for their specific needs and industries.

How does the program work?

Businesses and nonprofits must complete a brief application to confirm whether they are eligible for a discount and for what amount. They must self-certify that the PPE they are purchasing with the discount will be: (1) for their own business' use and (2) used prior to December 31st, 2020. If deemed ineligible, the applicant may submit an appeal, as outlined in a question below.

- If deemed eligible, the business or nonprofit will select one Designated Vendor, and that vendor will directly provide a coupon or discount for the appropriate amount.

- After making product selections on the Designated Vendor's online platform/website, the discount will be applied at checkout.
- All 65% discounts will expire on December 10, 2020.

How is eligibility determined?

Businesses or nonprofits seeking to qualify for discounts will be required to confirm their eligibility on the PPE Access Program website by completing a brief application. Eligibility will be determined once per round as follows.

General eligibility requirements:

- Businesses must be registered with the State of New Jersey.
- Business must be in good standing with the NJ Department of Labor.
- Businesses must confirm via self-certification that they need the discounts to purchase PPE as a result of the COVID-19 emergency and that it will be for use by their own company before December 31, 2020.
- Businesses must confirm the size of the company (above or below 100 FTE threshold).
 - NJEDA will verify this information using the most recent WR-30 filing data provided by the NJ Department of Labor.
- To be eligible for the higher discount cap (\$1,000 vs \$800), businesses must be located within [New Jersey's 715 Opportunity Zone Eligible census tracts](#).

During the eligibility verification process, businesses and nonprofits will be required to confirm their correct email address. They will be solely responsible for entering a correct email address; NJEDA will not verify or confirm the email address.

If I am deemed ineligible for a Phase 2 discount, can I appeal the decision?

If a business or nonprofit is deemed ineligible by the NJEDA, they will be able to appeal the decision within 5 days of notice.

NJEDA is only responsible for determining eligibility. If other problems arise in the process of purchasing PPE, you must contact the Designated Vendor. Similarly, any attempt to appeal because the business or nonprofit entered and confirmed an incorrect email address will be considered invalid. Funds will be set aside for the maximum amount of subsidy support for any appeals that are lodged with the NJEDA.

If I have multiple locations, can I get discounts or subsidies per location?

This is determined based on whether you have different EINs for each location. If you have different EINs for each location, then you can receive a discount or subsidy for each location. Businesses that utilize one EIN for multiple locations will only be able to access one discount for all the locations.

Can PPE Access Program discounts be combined with existing Designated Vendor discounts?

Generally, no: prices offered through the program should be based on the lowest available prices for relevant products on the designated vendors' main online retail websites. You may not generally combine PPE Access Program discounts with other discount programs that may be offered by a vendor. However, you are able to utilize gift cards or other store credits through the PPE Access Program.

If my business has already been approved for the additional 25% discount, do we need to re-apply to get the 65% discount, the expanded discount cap, and the extended time to use the discount?

No, if you have already been approved for a 25% discount, your selected designated vendor account will automatically be updated with the new discount percentage, new discount cap, and new discount deadline. You simply, use your existing vendor login information and the new program enhancements will automatically apply to your account.

Will the increased 65% off apply to my past purchases that were made under the 10% + 25% off version of the PPE Access Program?

The increased program cap (\$800 or \$1,000) and increased discount percentage will only be available to purchases made through the program on or after Tuesday, November 24th. Purchases made before November 24th, will maintain their previous discount percentages.

Additional Information

Additional information on the New Jersey Small and Micro Business PPE Access Program and this grant may be found at: covid19.nj.gov/ppeaccess.