



## **LARGE VOLUME ACCOUNT REWARD PROGRAM**

### **QUALIFICATIONS**

- An account must be an authorized Krepe-Kraft dealer using standard NET prices.
- An account must reach \$10,000 in NET sales within a calendar year, January 1<sup>st</sup> -December 31<sup>st</sup> to qualify.
- Sales are evaluated per location.
- Sales are evaluated monthly and rewards will be adjusted accordingly. Monthly sales are based on Krepe-Kraft Accounting periods.

### **NET SALES VOLUME AND REWARD LEVELS**

#### **\$10,000 - \$14,999 – LEVEL A**

- ½ price fax/email proofs for the following month when monthly NET sales level exceeds the previous year's monthly net sales level. (Initial proofs ONLY, revised proofs will be charged accordingly) When the minimum Year to Date Sales Goal is met, a monthly email will be sent to qualified accounts; this will include your sales goal requirements. (valid email must be on file)

#### **\$15,000 - \$24,999 – LEVEL B**

- FREE fax/email proofs if monthly sales level exceeds the previous year's monthly sales level. (Initial proofs ONLY, revised proofs will be charged accordingly) When the minimum Year to Date Sales Goal is met, a monthly email will be sent to qualified accounts; this will include your sales goal requirements. (valid email must be on file)

#### **\$25,000 - \$49,999 – LEVEL C**

- Orders receive a 2% discount
- FREE Drop ship of orders
- FREE link on our Authorized Dealer Internet Page
- \*Discounted custom plate charges: \$6.00 – see below for artwork requirements
- FREE email / fax proofs if monthly sales level exceeds the previous year's monthly sales level. (Initial proofs ONLY, revised proofs will be charged accordingly). A monthly email will be sent to qualified accounts; this will include your sales goal requirements. (valid email must be on file)

#### **\$50,000 - \$99,999 – LEVEL D**

- Orders receive a 3% discount
- FREE Drop ship of orders
- FREE link on our Authorized Dealer Internet Page
- \*Discounted plate charge: \$4.00 – see below for artwork requirements

- FREE email/fax proofs if monthly sales level exceeds the previous year's monthly sales level. (Initial proofs ONLY, revised proofs will be charged accordingly). A monthly email will be sent to qualified accounts; this will include your sales goal requirements. (valid email must be on file)

#### **\$100,000 - \$149,999 – LEVEL E**

- Orders receive a 5% discount
- FREE Drop ship of orders
- FREE link on our Authorized Dealer Internet Page
- \*Discounted plate charge: \$4.00 – see below for artwork requirements
- FREE email/fax proofs if monthly sales level exceeds the previous year's monthly sales level. (Initial proofs ONLY, revised proofs will be charged accordingly). A monthly email will be sent to qualified accounts; this will include your sales goal requirements. (valid email must be on file)

#### **\$150,000-\$199,999 – LEVEL F**

- Orders receive a 7% discount
- FREE Drop ship of orders
- FREE link on our Authorized Dealer Internet Page
- \*Discounted plate charge: \$4.00 – see below for artwork requirements
- FREE email/fax proofs if monthly sales level exceeds the previous year's monthly sales level. (Initial proofs ONLY, revised proofs will be charged accordingly). A monthly email will be sent to qualified accounts; this will include your sales goal requirements. (valid email must be on file)

#### **\$200,000 - \$249,000 – LEVEL G**

- Orders receive a 8% discount
- FREE Drop ship of orders
- FREE link on our Authorized Dealer Internet Page
- \*Discounted plate charge: \$4.00 – see below for artwork requirements
- FREE email/fax proofs if monthly sales level exceeds the previous year's monthly sales level. (Initial proofs ONLY, revised proofs will be charged accordingly). A monthly email will be sent to qualified accounts; this will include your sales goal requirements. (valid email must be on file)

#### **\$250,000 and up – LEVEL H**

- Orders receive a 10% discount
- FREE Drop ship of orders
- FREE link on our Authorized Dealer Internet Page
- \*Discounted plate charges: \$4.00 – see below for artwork requirements\*
- FREE email/fax proofs if monthly sales level exceeds the previous year's monthly sales level. (Initial proofs ONLY, revised proofs will be charged accordingly). A monthly email will be sent to qualified accounts; this will include your sales goal requirements. (valid email must be on file)
- \*Guarantee RUSH Service – Additional charges apply – Call Customer Service for details

\*Structural discount percent does not apply

The discount structure applies to “normal” wholesale prices and may exclude certain items as indicated within. Should you receive special quantity discount pricing your discount structure will not apply. You will however, receive the greater discount.

## **PROGRAM DESCRIPTION**

The discount level will be reviewed on a monthly basis.

The discount achieved will be applied to each line item at the time the order is entered. Your invoice will reflect the discounted line item price. For example: If you qualify for the 5% discount your invoice will display \$19.00 for a product that the “normal” wholesale price is \$20.00, the same scenario will apply for the other discount levels and incentives.

The discount structure does not apply to shipping and handling or taxes.

Program is subject to change at any time with or without written notice.

**Terms of account must be met or program may be discontinued.**

### **Year One**

Monthly reviews will be done; if an account reaches a minimum of \$10,000 in Year to Date sales they will then qualify and receive the applicable discounts and incentives offered.

### **Year Two**

Whichever discount level is reached at year-end, December 31, that same discount level will be applied at the beginning of the next year. The discount level will then be reviewed again on a monthly basis and will be adjusted accordingly.

If an account does not reach \$10,000 at year-end no discount or incentive will be given the following year until sales of \$10,000 are reached, at which point the discount program would resume when reviewed.

Example:

	Discount Level at Beginning of Year	Year End Adjusted Net Sales	Year End Discount Level
Year 1	NONE	\$25,000.00	LEVEL C
Year 2	LEVEL C	\$60,000.00	LEVEL D
Year 3	LEVEL D	\$105,000.00	LEVEL E
Year 4	LEVEL E	\$85,000.00	LEVEL D
Year 5	LEVEL D	\$9,000.00	NONE

Each successive year will follow the same guidelines as “**Year Two**”.

## **Artwork Requirements for discounted plate charge**

Artwork must be sized appropriately for the product to be printed, no larger than 4" x 6"

Files **MUST** be submitted as:

Tiff OR pdf with fonts outlined

Images must be a minimum of 300 dpi

All images must be black and white and have crisp lines

We cannot accept any images with screening, halftones, shading or feathering

Files must be sent via email to [kkart@krepekraft.com](mailto:kkart@krepekraft.com).

Purchase order number must be referenced when submitting artwork.

**ALL** the above requirements must be met to qualify for the reduced cost stated or the standard NET plate charge **WILL** be applied.

## KREPE-KRAFT ACCOUNTING PERIODS 2016

Please note the following period-end dates for 2016

Period 1	January 30
Period 2	February 27
Period 3	April 2
Period 4	April 30
Period 5	May 28
Period 6	July 2
Period 7	July 30
Period 8	August 27
Period 9	October 1
Period 10	October 29
Period 11	November 26
Period 12	December 31