



SSL FALL/WINTER 2014 AUTHORIZED PROGRAM

SUPPLIER **HEAD/Tyroia, USA**

WEBSITE **www.head.com**

CATEGORY **Hardgoods-Alpine**

PROGRAM DEADLINE

3/7/14

PRESEASON	ORDER DEADLINE	3/7/14		
	DISCOUNT	23%		
	TERMS	All SSL dealers qualify for Area Dating: January 10, 2014. All orders received on or before March 7, 2014 will receive special February 10, 2015 dating.		
	FREIGHT	Preseason orders received by March 7, 2014 will receive Free Freight.	FOB	Baltimore, MD

REORDER	REORDER DISCOUNT	23%		
	REORDER TERMS	Net 60 Days		
	REORDER FREIGHT	Prepaid and billed to dealer.	FOB	Baltimore, MD

EXTRAS	CO-OP	NONE		
	EARLY ORDER DISC.	4170500%	DEADLINE	5/2/14
	ANTICIPATION	Contact Joanne Jones - HEAD Credit Manager		

PROGRAM DETAILS

2013 was our best year in many, and as our market share has enjoyed tremendous growth, it is evident that our growth plans are working for our retail partners. Factually, HEAD is the ski brand with the greatest growth for the entire USA in the past year. To continue our growth with SSL, we will continue to offer Free Freight for preseason orders! Additionally, we at HEAD continue to aggressively price our line to be extremely competitive across the board. The majority of our products receive a 52%+ margin. Many are between 53% and 59%. When you add our excellent sell-through, our margin story with our laser focus on US-developed products, we are confident that your store will enjoy sensational success with HEAD products!

CONCENTRATION MODELS

While we believe our entire line is strong, we have selected the following of our best-selling products to give your store(s) superb sell-through at the margins you need.

REV 80 Ski with PR 11 Binding (953866): MSRP=\$750, MAP=\$599, WHLS=\$374, Concentration Model Price=\$254. MARGIN=57.5%

Pure JOY ski with JOY 9 LRX binding (953873): MSRP=\$575, MAP=\$449, WHLS=\$280, Concentration Model Price=\$190. MARGIN=57.6%

AdaptEdge 90 Men's (604135 and 604136) and Women's (604138 and 604139) Ski Boot: MSRP=\$475, MAP=\$399, WHLS=\$249, Concentration Model Price=\$159. MARGIN=60.1%

Attack 13 Binding with choice of brake (111618) MSRP=\$275, MAP=\$199, WHLS=\$124, Concentration Model Price= \$83, MARGIN=58.3%

- INDIVIDUAL DEALER INCENTIVES**
- We have streamlined our program to make it as simple as possible for all SSL dealers who turn in their orders by March 7, 2014
1. Preseason orders will receive FREE FREIGHT!
 2. Each SSL dealer will receive 23% discount on non-concentration models.
 3. We do not limit long margins to just a few models, our ENTIRE LINE delivers long margins.
 4. We allow dealers to choose the HEAD products that they know will sell the best in their stores.
 5. Preseason orders and subsequent reorders both receive 23% discount.
 6. Every SSL dealer will receive between 51% and 60+% margins, depending on the HEAD product through this program.
 6. Compare our program and margin story to other brands. They may have one or two long margin products, but for each of those long margin products, there are several with short margins to offset the few long margins. HEAD provides you consistently long margins, which makes it simple for you to succeed!

SSL REBATE PROGRAM

NONE

CUSTOMER SERVICE	CS REP	Allison Barnett
	CS EMAIL	abarnett@us.head.com
	CS PHONE	(602) 447-2324
	MAIN PHONE	(720) 708-6400

B2B WEBSITE	ADDRESS	In development. Ready in Spring 2014.
	CONTACT	Shaun Freitas
	EMAIL	sfreitas@us.head.com
	PHONE	(800) 289-7366 x464