



SSL FALL/WINTER 2015 AUTHORIZED PROGRAM

SUPPLIER **HEAD, USA**

WEBSITE www.head.com

CATEGORY **Alpine Hardgoods-**

PROGRAM DEADLINE

3/6/15

PRESEASON	ORDER DEADLINE	3/6/15		
	DISCOUNT	23% off wholesale for everything but helmets, which are at 12% off wholesale.		
	TERMS	All SSL dealers qualify for Area Dating: January 10, 2014. All SSL orders received on or before March 6, 2015 will receive special February 10, 2016 dating.		
	FREIGHT	Preseason orders received by March 6, 2016 will receive Free Freight.	FOB	Baltimore, MD

REORDER	REORDER DISCOUNT	23% off wholesale for everything but helmets, which are at 12% off wholesale.		
	REORDER TERMS	Net 60 Days.		
	REORDER FREIGHT	Prepaid and billed to Dealer.	FOB	Baltimore, MD

EXTRAS	CO-OP	NONE		
	EARLY ORDER DISC.	4206900%	DEADLINE	5/1/15
	ANTICIPATION	Contact Joanne Jones - HEAD Credit Manager		

PROGRAM DETAILS
 We at HEAD, USA are just finishing the best year for the company in many years - possibly ever. The momentum we have right now has been building over the past few winters, and we are fortunate to have enjoyed the greatest growth in marketshare of any brand in the industry for each of the past two winters. Our SSL program for 2015-16 is aggressively designed to keep our businesses growing larger, and growing together. With orders turned in by March 6, 2015, SSL dealers will receive our consistently deep discounts, special extended dating, and very importantly, FREE FREIGHT! This incentive is often translated as an additional 6-to-8% to your bottom line! HEAD and SSL grew significantly with one another in 2014. Let's double that growth again in 2015!

CONCENTRATION MODELS
 1. Power Instinct w/ PRX12 binding. MAP \$799. Concentration Model Price \$349. Margin = 56+%. This is our top system metal laminate ski with Graphene and is 82 under foot. It's a great ski east to west and 100% rips. 2. Total Joy w/Joy 11 binding. MAP \$749. Concentration Model Price \$328. Margin = 56+%. This is our 85mm women's ski featuring Graphene and Koroyd. It is one of the best performers on the market and also works well east to west. 3. AdaptEdge 95 / 85W Boots. MAP \$399. Concentration Model Price \$169. Margin = 57+%. These are our best-selling AdaptEdge Boots. The last is adjustable from 100-102 with the turn of a screw and is a proven winner. The new graphic really updates this product in a major way. 4. Attack 13. MAP \$199. Concentration Model Price \$83. Margin = 58+%. This binding has really proven itself over the past two seasons and its momentum is building. We would offer this in the same black/white colorway as this past year. The new brake is a very nice upgrade as it retracts toward the heel housing by 20mm for even cleaner turns.

INDIVIDUAL DEALER INCENTIVES
 We maintain a simple program to maximize sell-through and margin opportunities for all SSL dealers. For SSL preseason orders by March 6, 2015 1. Preseason orders will receive FREE FREIGHT! 2. Each SSL dealer will receive 23% discount on non-concentration models and 12% off on helmets. 3. We do not limit long margins to just a few models, our ENTIRE LINE delivers long margins. More importantly, our sell through is excellent, so our long margins become reality! 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 on hardgoods and 12% on helmets. 6. Compare our program and margin story to other brands. You will see that HEAD provides you consistently long margins, which makes it simple for you to succeed!

SSL REBATE PROGRAM
 NONE

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