



# FALL / WINTER 2020 / 21 AUTHORIZED PROGRAM

PLEASE COMPLETE ALL CELLS - THANK YOU

SUPPLIER INFO	SUPPLIER NAME	Dale of Norway USA Inc		
	SUPPLIER ADDRESS	1413 Center Dr		
	CITY	Park City	STATE	UT ZIP 84098
	WEBSITE LINK	<a href="http://www.daleofnorway.com">www.daleofnorway.com</a>	B2B SITE	<a href="http://b2b.dale.no">b2b.dale.no</a>
	CATEGORY	APPAREL	SUB-CATEGORY	Accessories
PRESEASON PROGRAM INFO	ORDER DEADLINE	Feb 28th, 2020		
	ORDER DISCOUNT	Apparel: 8% + 2% bonus for Growth or new account		
	EARLY ORDER DISCOUNT (WHEN APPLICABLE)	NA	EARLY ORDER DEADLINE	NA
	PAYMENT TERMS	N90		
	FREIGHT	FOB	FOB POINT	Norway- subsidized from VT
	START SHIP DATE	August 1st, 2020		
	ANTICIPATION	NA		
ADDITIONAL PROGRAM DETAILS	<p>Please use the space below to provide any specific program details that are not listed above. For example: special terms, "prebook by" dates, freight incentives, one-time PO allowance, multi-category support, growth incentives, etc. (include attachment, if preferred)</p> <p>1-Increase your pre-season order volume by 20% versus your last year's pre-season order and receive a 2% additional discount on top of the volume discount outlined above. *applies only to orders of a net value of \$5,000 or more. 2- New Accounts qualify automatically for the Bonus program and receive the 2% on top of their earned discount.</p>			
REORDER	REORDER DISCOUNT	SAME AS PRESEASON		
	REORDER TERMS	N30		
	REORDER FREIGHT	Prepay and Bill	FOB POINT	Norway- subsidized from VT
SPECIAL OFFERS	<p>Please use the space below to provide details on specific SSL Special Model Offers (include attachment, if preferred)</p> <p><b>HotBuy! offer:</b></p> <ul style="list-style-type: none"> <li>Special for SSL Members = -25% Net 90 Days <ul style="list-style-type: none"> <li>Podium Womens Sweater (94221 Color C) R \$260 – W \$130 – Net \$97.50</li> <li>Podium Mens Sweater (94211 Color C) R \$260 – W \$130 – Net \$97.50</li> <li>Podium Hat (48721 Color C) R \$55 – W \$27.50 – Net \$20.63</li> <li>Podium Headband (26731 Color C) R \$50 – W \$25 – Net \$18.75</li> </ul> </li> </ul> <p><b>Omni Channel Promo Buy:</b></p> <p>Once WSL buying programs have been satisfied. Approved dealers may buy up to 10% of additional inventory at -25%. There is a maximum of \$10,000 of purchases at -25% permitted on this program.</p> <p>The Omni-Channel Promo Buy is not considered as part of account volume when establishing seasonal discounts.</p> <p>This program is net 90 days.</p>			
MARKETING	MARKETING ASSISTANCE	<p>Please use the space below to detail any additional marketing support: Mark Down Funds, Co-op, Promoboxx, Locally, etc.</p> <p><b>The 20/21 Cooperative Advertising Program</b></p> <p>Dale of Norway offers a marketing incentive program for the 2020/21 season to help stimulate sell through at the retail level.</p> <p>The amount of funds available is based on the pre-season order(s):</p> <ul style="list-style-type: none"> <li>Must place a net booking of over \$10,000 to qualify for coop</li> <li>+\$10,000 = 3%</li> <li>+\$15,000 = 5%</li> </ul> <p>For example, if a retailer placed a pre-season order for \$11,600 (confirmed), the retailer has \$348 (3%) available. If the pre-season order was \$20,000, the retailer has \$1,000 available (5%).</p>		
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