



AGENTS / REPS

SALES AND DISCOUNTS POLICY 2019

CONFIDENTIAL

EU / INTER

	SPECIFIERS HOSPITALITY	INSTALLERS	CONTRACT FF&E
NET PRICES	20% <u>Net Price list</u>	25% <u>Net Price List</u>	35% <u>Net Price list</u>
VOLUME DISCOUNT BY ORDER	From 3000 € of turnover	From 5000 € of turnover	From 5000 € of turnover
MAIN FOCUS	STRATEGICAL +++	-	IMPORTANT ++
DESCRIPTION	Specifiers Interior designers, architect, lighting designers HoReCa Hotels, restaurants, catering	Installers Electrical wholesalers During tenders	Contract/FF&E interior/procurement lighting consultants + having a sales team (mandatory), promoting the brand online, provide expertise to specifiers and supply.
CLIENTELE	PRIVATE AND COMMERCIAL PROJECTS	PRIVATE AND COMMERCIAL PROJECTS	FOCUSED ON CONTRACT PROJECTS (restaurants, hotels, offices, retails shops etc...)
MINIMUM ORDER	No	No	Contract/FF&E interior/procurement Sample box to promote the brand : <u>Samplebox</u> 200 €
CUSTOM MADE OFFER AVAILABLE ?	Yes	Yes	Yes
FREIGHT COSTS INCLUDED	No	No	No
PACKAGING INCLUDED	Yes	Yes	Yes
WHO DEFINE AND SEND THE PRICES ?	Designheure's team upon your advise, their website and our policy. <u>Contact sheet</u> to be filled	Designheure's team upon your advise, their website and our policy. <u>Contact sheet</u> to be filled	Designheure's team upon your advise, their website and our policy. <u>Contact sheet</u> to be filled

	CONTRACT B TO B	STORES & SHOWROOMS B TO B & B TO C
NET PRICES	40% <u>Net Price list</u>	45% <u>Net Price list</u>
VOLUME DISCOUNT BY ORDER	From 5000 € of turnover	No - Fixed discount
MAIN FOCUS	IMPORTANT ++	BRAND AWARENESS +
DESCRIPTION	Furniture and lighting stores (1) primary discount Must display and promote the brand. Discount determined collaboratively between rep and DH.	Lighting distributor having a showroom, a sales team, <u>must display and promote the brand</u>, provide expertise to specifiers and supply. Furniture and lighting stores (2) secondary discount Must display and promote the brand. Discount determined collaboratively between rep and DH.
CLIENTELE	FOCUSED ON CONTRACT PROJECTS (restaurants, hotels, offices, retails shops etc...)	FOCUSED ON PRIVATE AND COMMERCIAL PROJECTS
MINIMUM ORDER	Furniture and lighting stores Mandatory display of 2000 € + <u>Samplebox</u> 200 €	Stores & Showrooms Mandatory display of 2500 € professional price, with standard colors only
CUSTOM MADE OFFER AVAILABLE ?	Yes	No
FREIGHT COSTS INCLUDED	No	No
PACKAGING INCLUDED	Yes	Yes
WHO DEFINE AND SEND THE PRICES ?	Designheure's team upon your advise, their website and our policy. <u>Contact sheet</u> to be filled	Designheure's team upon your advise, their website and our policy. <u>Contact sheet</u> to be filled