



## ULLMAN SAILS INTERNATIONAL

### **Pricing Policy** As of July 31<sup>st</sup> 2014

#### **Pricing Program**

The Ullman Sails Pricing Program is intended to be a tool that Ullman Sails lofts can customize and develop to meet their specific business needs. All price factors for the pricing program generate suggested retail prices and may be modified by an individual loft.

**Price Factors:** USI will publish updated price factors annually based on material and labor costs in Newport Beach, California. USI will also take into account inflation and competitor pricing. USI will approve and publish updated price factors on July 1<sup>st</sup> of every year.

**Price Factor Conversions:** The formulas built into the pricing program calculate prices into US Dollars per square feet. USI will publish price factor conversions using the same price factor as above, but calculated to convert currency and measurement systems for Europe and Australia. USI will publish the following price factor conversions on July 1<sup>st</sup> of every year:

- Euros per square meters
- Australian Dollars per square meters

#### **One Design Price Lists**

Ullman Sails International publishes two (2) price lists every year:

- One Design
- Multihull One Design

**Prices:** The prices on the one design price lists are Manufacturer's Suggested Retail Price (MSRP). The price lists are recommended and lofts may change these prices through the year if necessary. Lofts located in the same country or region must agree on a standard retail price. For interloft purchasing, lofts must use the MSRP issued by USI.\*

**Setting Prices:** All Exclusive One Design Manufacturers and Managed Class Managers are responsible for setting the MSRP for their assigned one design classes as stated in the Exclusive One Design Production Rights: Petitioning and Class Responsibilities policy and One Design Sails Policy. Other one design sail prices will be updated by Ullman Sails International. USI will research and determine reasonable price changes based on loft pricing, competitor's pricing and changes in production and labor costs. Suggested retail pricing takes into account the interloft discount (see below).

**Interloft Discount:** The minimum interloft discount on one design sail is 25% for one sail. Discounts may be negotiated for multiple sail purchases. **Exception: Interloft discounts do not apply to the wholesale pricing from Manufacturing Lofts in the One Design Managed Classes Program.**

**Updates:** USI will publish updated price lists on March 1st of each year. USI reserves the right to update the price list more than once a year if deemed necessary.

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Cc: All Ullman Sails lofts