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A Division of Pacific Power Batteries

# EVEREADY®

## GOLD™



### RETAIL DISPLAY

RETAIL PRICED \$320.00  
 DEALER COST \$160.00








### PROFIT

50% GROSS PROFIT  
 100% MARK-UP



| Item Number         | Battery Type           | Cards / Display | Dealer Cost*           | Suggested Retail | Total Gross Profit  |
|---------------------|------------------------|-----------------|------------------------|------------------|---------------------|
| EG-AA4P             | AA                     | 24              | \$2.50                 | \$4.99           | \$60.00             |
| EG-AAA4P            | AAA                    | 20              | 2.50                   | 4.99             | 50.00               |
| EG-C2P              | C                      | 5               | 2.50                   | 4.99             | 12.50               |
| EG-D2P              | D                      | 8               | 2.50                   | 4.99             | 20.00               |
| EG-9V1P             | 9V                     | 7               | 2.50                   | 4.99             | 17.50               |
| <b>Average GPM:</b> | <b>50%=100% Markup</b> |                 | <b>\$160 / Display</b> |                  | <b>\$160 Profit</b> |

\*Price includes the \$ .10 per package set aside for the KickN-Back Program.

-  Free Eveready "Keep Going" display with batteries: 19¾" High x 15" Wide x 6¾" Deep.
-  The *Dime at a Time* program sets \$\$ aside for the *KickN-Back for Kids* program.
-  We replenish your stock by regular route or phone contact from our sales staff.
-  Guaranteed sales: If you are not satisfied with the sales turns, products or us, then we buy all of your stock back from you with no restocking fee.
-  Other flashlights, battery types, impulse items and merchandise display strips are available to you at Dealer Pricing.
-  Free shipping with \$160 order.
-  NO MINIMUM ORDERS (Remember: there's free shipping with \$160 order).

All prices are subject to change without notice - April 2008