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 A Division of Pacific Power Batteries

# ULTRALAST®

## Alkaline BATTERIES



### Retail Display

RETAIL PRICE \$ 216

DEALER COST \$ 108

PROFIT \$ 108

**AVG. 50% GROSS PROFIT  
 100% MARK-UP**



Item Number	Battery Type	Cards/Display	Dealer Cost*	Suggested Retail	Total Gross Profit
UL-AA4P	AA	24	\$1.50	\$2.99	\$36.00
UL-AAA4P	AAA	20	1.50	2.99	30.00
UL-C2P	C	5	2.00	3.99	10.00
UL-D2P	D	8	2.25	4.49	18.00
UL-9VIP	9V	7	2.00	3.99	14.00
Average GPM: 50% = 100% Markup			\$108.00/Display	PROFIT:	\$108.00

\*Price includes 10¢ per package set aside for the KickN-Back program.

- Display includes UltraLast® rack. Any individual packs quantities may be ordered originally or reordered.
- 10¢ of each package is set aside for **KickN-Back for Kids** program.
- We replenish your stock by regular route or phone contact from our sales staff.
- Other flashlights, battery types, impulse items and merchandise display strips are available to you at Dealer Pricing.
- Free shipping with \$100+ order.
- **NO MINIMUM ORDERS** (Remember: there's free shipping with \$100+ order.)

*Pricing is subject to change without notice.*

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## “KickN-Back to Kids a Dime at a Time!”™

10¢ from each pack of UltraLast and Eveready Gold alkaline batteries (AA, A AA, C, & 9V) benefits kids in 3 of our local hometowns. Your customer is paying the dime when they buy each pack!

**How?** Marysville (in WA) Noon Rotary Club donates beautiful, hardbound, illustrated Harcourt and Brace dictionaries to all 3rd graders in 3 local school districts.

**Why Rotary?** Rotary’s existing dictionary program has no hidden costs. Each dictionary costs \$10 wholesale. Since its beginning in 2006, KickN-Power® dimes have already purchased over 100 (\$1000) dictionaries in 2 years!



**Why KickN-Power®?** It’s a great program! In addition to the KickN-Power® Dime at a Time program, with UltraLast and Eveready Gold batteries you receive:

**Great Service:** When you pick up the phone, place an order, we ship it immediately.

**Excellent Product Quality and Variety:** Trust us! We have tested the quality of these batteries and they are really good. Many other types of batteries from coin cells to rechargeables to photo lithium are available to you as a Dealer.

**Free Shipping** on orders that are over \$100 on UltraLast and over \$160 on Eveready.

**Free Display Racks,** headers, and zip clips for better merchandising. Place these near your battery operated items and at your check-out counter.

**Guaranteed sales:** Not satisfied? Simply return unused products or call for a refund.

**Competitive Pricing:** You will be competitive with hardware, convenience and grocery stores where batteries are sold as an impulse item. Everyone needs batteries, so you might as well have them to sell.