

SuperSprings®

PATENTED



Starter Kit – Heavy Duty



Heavy Duty Starter Kit consists of:

	<u>Dealer / Jobber</u>	<u>MSRP</u>
1 SSA8	\$ 274.00	\$ 399.00
1 SSA9	\$ 274.00	\$ 399.00
1 SSA13	\$ 358.00	\$ 529.00
1 SSA15	\$ 344.00	\$ 493.00
1 SSA16	\$ 298.00	\$ 446.00
3 Mounting Kits	\$ 52.00	\$ 67.00
1 Banner (4' x 3')	FREE	\$ 25.00
1 POP	FREE	\$ 75.00
1 Hanging Mobile	FREE	\$ 15.00
10 Catalogs	FREE	
50 Brochures	FREE	
Freight	FREE	\$ 195.00
<u>Retail Value</u>		<u>\$ 2,777.00</u>
<u>Jobber Price</u>	<u>\$ 1,704.00</u>	

Order Item #111090

**Includes Free Drop Shipping
Lower 48 States (USA)**

Features of the SuperSprings Starter Kit Program

- Inexpensive introduction to the product line
- Free freight policy
- Free POP display, banner, hanging mobile display and all marketing literature
- Flexibility in ordering SuperSpring model numbers
- Full discounts apply to this program

The SuperSprings Starter Kit program was introduced in 2003 and has proven to be our most successful marketing tool for new dealer's to-date.

SuperSprings Starter Kit Program

The SuperSprings starter kit program originated from feedback from our new dealers wanting to introduce our product line to their customers. The common request was to simplify our ordering process and create a single line item that encompassed a quantity of our most popular springs and all necessary marketing material. We did this by coming up with our Starter Kit; then expanded on it by including free drop-shipment¹ direct to the dealer/installer; thereby eliminating the need and expense of a warehouse having to physically handle the order. Additionally, we allow customers to tailor the individual springs in the starter kit to meet their most popular requests.

The starter kit is a combination of five sets of SuperSprings, three mounting kits, one large (4' x 3') banner, a point-of-purchase display with smaller (24" x 17") poster, a hanging mobile display, catalogs and brochures. It ships boxed, strapped and shrunk wrapped on a single, standard pallet. Heavy Duty Starter Kit pricing is based on three medium duty springs, two heavy duty springs and three mounting kits all at full applicable customer discount pricing. All other material, the POP, poster, mobile, banner and literature is free of charge as well as the freight costs to drop ship the order direct to the store. Where changes are made to the "mix" of springs on the starter kit, the pricing will adjust accordingly.

The large SuperSprings banner has been an especially effective sales tool for our dealers. Its size not only makes it easy to see but the before and after pictures and the "Got Sag and Sway" question invite customers to consider whether they have a need for our product. It is our ever-present sales person in the locations that have installed it. The primary key to its success is its placement in the show room. An additional sales advantage to the Starter Kit is the "tactile-ness" of our springs. Being able to handle the display spring allows customers to experience first hand the simplicity of our product; in particular, the workings of our patented shackle and roller system. Also the "solid-ness" of the product and our "maintenance-free" claim becomes completely apparent.

¹ "Free freight" minimum orders are determined by your physical location. Verify with SuperSprings office.