

Display Flooring Guidelines

DEALER PROGRAM

- A. The dealer must display Ragno USA with a Z182 Display in their showroom.
- B. The dealer must prominently display the Ragno USA name and logo in their showroom.
- C. Ragno USA will provide each qualified dealer with a maximum display floor allowance of 300 square feet of current, running line product, priced at Distributor net cost less 50% plus decorative trim (decos, listelli, inserts) in piece quantities not to exceed 10 pieces per 100 square feet of display floor priced at Distributor net cost less 25%. For example, on a 300 square foot display floor, 30 pieces of trim will be discounted.
- D. All requests for display floor credit must be accompanied by a dealer/contractor invoice evidencing the use/installation of the claimed products and must be submitted for approval to the Sales Support Manager.
- E. Any exceptions to the above criteria must have prior approval of the Sales Support Manager.

HOME BUILDER PROGRAM

- A. The builder must erect a minimum of fifty (50) homes per year.
- B. The builder must prominently display the Ragno USA name, logo and products in a model home or selection showroom and direct their clients to an authorized Ragno USA dealer or Distributor showroom.
- C. Ragno USA will provide each builder with a maximum display floor allowance of 300 square feet, priced at Distributor net cost less 50% plus 150 square feet of wall tile priced at Distributor net cost less 50% plus decorative trim (decos, listelli, inserts) in piece quantities not to exceed 10 pieces per 100 square feet of the total display floor or wall priced at Distributor net cost less 25%. For example, on a 300 square foot display floor 30 pieces of trim will be discounted; on a 150 square foot wall, 15 pieces will be discounted.
- D. Ragno USA will supply tile with the complete understanding that Ragno products will comprise the standard offering and the majority of upgrade selections offered.
- E. The builder must agree to keep the model home in which the Ragno USA product is installed as a model home for a period of six (6) months or until the completion of the sale of the development, whichever comes first.
- F. All requests for display floor credit must be accompanied by a dealer/contractor invoice evidencing the use/installation of the products and must be submitted for approval to the Sales Support Manager.
- G. All builders will be limited to Ragno USA Display Floor Compensation for only one (1) model home unit per each builder development.
- H. Any exceptions to the above criteria must have prior approval of the Sales Support Manager.