

2<sup>nd</sup> June 2014

Clair Montgomery  
Bayer Plc  
Germoloids

Via email

Hi Clair,

**RE: Germoloids SRP**

**Germoloids Cream 55g**

Profile build cost	£165
Modification amendments	£126
Artwork	£20

**TOTAL FOR SKU** **£311**

**Germoloids Ointment 25ml**

Profile build cost	£165
Modification amendments	£126
Artwork	£20

**TOTAL FOR SKU** **£311**

**Germoloids Ointment 55ml**

Profile build cost	£165
Modification amendments	£126
Artwork	£20

**TOTAL FOR SKU** **£311**

**Germoloids Suppositories 24s**

Profile build cost	£165
Cutter guide creation	£35
Modification amendments	£126



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**white**<sup>™</sup>  
communications group

Artwork	£20
<b>TOTAL FOR SKU</b>	<b>£346</b>

**Germoloids HC Spray (TBC)**

Profile build cost	£165
Cutter guide creation	£35
Modification amendments	£126
Artwork	£20
<b>TOTAL FOR SKU</b>	<b>£346</b>

<b>TOTAL COST TO BRAND</b>	<b>£1,625</b>
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<b>CURRENT PURCHASE ORDER</b>	<b>£1,384</b>
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<b>OUTSTANDING VALUE</b>	<b>£241</b>
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I hope these costs meet with your approval and I look forward to hearing from you in due course to proceed.

Kind Regards

Lauren Brady  
Account Manager

