

2010 POINSETTIAS ORDER FORM – PREFINISHED

Shipping Dates: Weeks 39 & 40, 2010

Please fill in all information requested, but **please do not write in the shaded boxes**. See the reverse side for prices and conditions of sale.

SHIP DATES: Ship dates determined by your ship-from location

Week 39 **Week 40**
 Connellsville, PA McDonough, GA

| | |
|---------------------------|------------------------------------|
| PURCHASE ORDER NO. | CUTTING TYPE Prefinished |
|---------------------------|------------------------------------|

LICENSE TYPE: Flowering-03

ORDER NO.

| | |
|--------|-----------|
| BROKER | SALES REP |
|--------|-----------|

| SHIP TO | |
|---------------------------------------|----------|
| Company name | |
| Address | |
| City | |
| State | Zip code |
| Your name | |
| Telephone | |
| Fax | |
| E-mail | |
| Ship to address (if different) | |
| | |
| Special shipping instructions | |

| |
|---|
| MINIMUM TOTAL ORDER: Unrooted, Callused, Rooted |
|---|

| DATE ORDER RECEIVED | | |
|---------------------|-----|-----|
| MO. | DAY | YR. |

ECKE CSR

INCOMING MAIL PHONE FAX
 IN PERSON OTHER E-MAIL

ORDER TYPE NEW CHANGE CANCEL

| CULTIVAR NAME | 4-1/2" Pots 15 pots/tray (order in trays) | 6" (Promo) Pots 6 pots per tray (order in trays) | 6-1/2" Pots 5 pots per tray (order in trays) | 7" 2PPP Pots 4 pots per tray (order in trays) | 8" 3PPP Pots 17 pots per shelf (order in pots) | 10" 4PPP Pots 11 pots per shelf (order in pots) |
|---------------------------|---|--|--|---|--|---|
| EARLY TIMING | | | | | | |
| Freedom™ Jingle Bells | | | | | | |
| Freedom™ Peppermint | | | | | | |
| Freedom™ Pink | | | | | | |
| Freedom™ Red | | | | | | |
| Freedom™ White | | | | | | |
| Prestige™ Early Red | | | | | | |
| MID/LATE TIMING | | | | | | |
| Classic™ Marble | | | | | | |
| Classic™ Pink | | | | | | |
| Classic™ Red | | | | | | |
| Classic™ White | | | | | | |
| Enduring™ Marble | | | | | | |
| Enduring™ Pink | | | | | | |
| Enduring™ Red | | | | | | |
| Enduring™ White | | | | | | |
| Ice Punch | | | | | | |
| Monet Twilight™ | | | | | | |
| Polly's Pink™ | | | | | | |
| Prestige™ Red | | | | | | |
| Shimmer™ Surprise! | | | | | | |
| Snowcap™ | | | | | | |
| Winter Rose™ Early Marble | | | | | | |
| Winter Rose™ Early Pink | | | | | | |
| Winter Rose™ Early Red | | | | | | |
| TOTALS | | | | | | |



Paul Ecke Ranch • P.O. Box 230488, Encinitas, CA 92023-0488 USA
 Phone: (760) 753-1134 • Fax: (760) 944-4054 • www.ecke.com

PGR: 2 applications (1 prior to pinch, 1 after pinch)

2010 POINSETTIAS PRICE LIST – PREFINISHED

Summer Poinsettia Ordering Information

PLANT & SHIPPING PRICING (TRUCK ONLY - NO PARCEL)

| 4.5" Pots | 6" (Promo) Pots | 6.5" Pots | 7" 2PPP Pots | 8" 3PPP Pots | 10" 4PPP Pots |
|--|---|---|---|---|---|
| Plants: \$1.56/pot | Plants: \$1.88/pot | Plants: \$2.19/pot | Plants: \$3.69/pot | Plants: \$5.63/pot | Plants: \$7.50/pot |
| Freight: \$0.10/pot | Freight: \$0.25/pot | Freight: \$0.25/pot | Freight: \$0.35/pot | Freight: \$0.40/pot | Freight: \$0.60/pot |
| 15 pots per tray 4 trays per shelf 7 shelves per cart 420 pots per cart | 6 pots per tray 5 trays per shelf 7 shelves per cart 210 pots per cart | 5 pots per tray 5 trays per shelf 6 shelves per cart 150 pots per cart | 4 pots per tray 5 trays per shelf 5 shelves per cart 100 pots per cart | no trays 17 pots per shelf (6-5-6) 5 shelves per cart 85 pots per cart | no trays 11 pots per shelf 5 shelves per cart 55 pots per cart |

ICE PUNCH PRICING

| 4.5" Pots | 6" (Promo) Pots | 6.5" Pots | 7" 2PPP Pots | 8" 3PPP Pots | 10" 4PPP Pots |
|-----------|-----------------|--------------------|--------------------|--------------------|---------------|
| N/A | N/A | Plants: \$3.50 ea. | Plants: \$6.00 ea. | Plants: \$8.63 ea. | N/A |

SHIPPING INFORMATION

Ecke will ship via truck to destinations within 300 miles from the following ship from locations (use MapQuest to determine distance to your location):

Ecke Connellsville
700 Vanderbilt Road
Connellsville, PA 15425

Ecke Georgia
384 Rosser Road
McDonough, GA 30252

Minimum shipment: 1,500 pots per delivery/stop

Minimum truckload: 14 carts = 5,040 pots

CONDITIONS OF SALE

Pricing: Pricing is effective for weeks 39 and 40 and stated as price per one pot. Prefinished prices are inclusive of Intellectual Property Fee (IPF). Prices are subject to change without notice.

Discounts: No discounts available.

Freight: Please refer to the 2010 Summer Poinsettias Freight Rates for all freight details.

Invoicing: Invoices will be mailed or faxed within 5 to 7 business days from the Monday of that ship week.

Claims / Returns: All claims are processed through our Encinitas, CA office. All claims must be submitted in writing within eight (8) business days of receipt of the shipment. To protect the integrity of our certified production systems, no returns are accepted.

Cancellations: Due to the long lead time required for prefinished products, cancellations without penalty must be made prior to week 21. Cancellations after this date cannot be made without preapproval by Customer Service and will be subject to a restocking fee equal to 50% of invoiced product cost, excluding freight.

Warranty: All orders are subject to confirmation by Paul Ecke Ranch and crop conditions. Paul Ecke Ranch warrants, to the extent of the invoice price, that the plant material is sold as described in the 2010 Poinsettia catalog, within recognized tolerances.

Paul Ecke Ranch makes no other warranty, express, or implied, concerning the cuttings, and expressly disclaims any and all other warranties, including any warranty of

the merchantability or fitness for customer's particular purpose. Customer's sole and exclusive remedy for any breach of this order agreement, including but not limited to any claim under the warranty in this paragraph, shall be return of the price paid for the affected cuttings. Customer acknowledges and agrees that the maximum liability of Paul Ecke Ranch for any other claim of defective or non-conforming cuttings, non-delivery or late delivery, or otherwise, shall be limited to the price paid for the affected cuttings. Customer acknowledges that customer shall not be entitled to recover any other claimed consequential damages.