

2010 POINSETTIAS ORDER FORM – STANDARD

Summer Shipping Season: Weeks 21–39, 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 WEEK: One ship date per order form
(For additional ship weeks, please make photo copies of this form.)

				1	0
MONTH		DAY		YEAR	

(should be a Monday)

PURCHASE ORDER NO.

CUTTING TYPE
 Routed **(CHECK ONE)**
 Callused **(ONE)**
 Unrooted-Standard

LICENSE TYPE (CHECK ONE)

PD-01 Self-Prop-02 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)

Airport of destination

Special shipping instructions

MULTIPLES: Unrooted, Callused & Rooted

1 tray = 100 cuttings + 4% overcount

MINIMUM ORDER: Unrooted, Callused, Rooted

Minimum order per cultivar: 100 cuttings

Minimum total order:

Rooted – 200 cuttings

Unrooted & Callused – 1,000 cuttings

DATE ORDER RECEIVED

MO. DAY YR.

ECKE CSR

INCOMING MAIL PHONE FAX
 IN PERSON OTHER E-MAIL

ORDER TYPE NEW CHANGE CANCEL

CULTIVAR NAME	IPF* PER 100 CUTTINGS	ORDER IN TRAYS
Early Season/Families		
Advent™ Red	\$4.00	
Autumn™ Red	\$4.00	
Dulce Rosa	\$4.00	
Early Joy Pink	\$4.00	
Early Joy Red	\$4.00	
Enduring™ Marble	\$4.00	
Enduring™ Pink	\$4.00	
Enduring™ Red	\$4.00	
Enduring™ White	\$4.00	
Freedom™ Early Marble	\$4.00	
Freedom™ Early Pink	\$4.00	
Freedom™ Early Red	\$4.00	
Freedom™ Early White	\$4.00	
Freedom™ Bright Red	\$4.00	
Freedom™ Fireworks	\$4.00	
Freedom™ Jingle Bells	\$4.00	
Freedom™ Marble	\$4.00	
Freedom™ Peppermint	\$4.00	
Freedom™ Pink	\$4.00	
Freedom™ Red	\$4.00	
Freedom™ Salmon	\$4.00	
Freedom™ White	\$4.00	
Gala Red	\$4.00	
Gala White	\$4.00	
Independence™ Red	\$4.00	
Jester™ Jingle	\$4.00	
Jester™ Marble	\$4.00	
TOTAL TRAYS		

CULTIVAR NAME	IPF* PER 100 CUTTINGS	ORDER IN TRAYS
Early Season/Families, Continued		
Jester™ Pink	\$4.00	
Jester™ Red	\$4.00	
Jester™ White	\$4.00	
Polar Bear	** \$6.00	
Prestige™ Early Red	\$4.00	
Red Angel	\$4.00	
Red Velvet™	\$4.00	
Winter Rose™ Early Marble	\$5.00	
Winter Rose™ Early Pink	\$5.00	
Winter Rose™ Early Red	\$5.00	
Early Season Novelty		
Eggnog (sc)	\$5.00	
Ice Punch (sc)	\$5.00	
Peppermint Twist™ (sc)	\$5.00	
Shimmer™ Pink	\$4.00	
Shimmer™ Surprise!	\$4.00	
Strawberries 'N Cream™	\$4.00	
Winter Blush	\$4.00	
Mid Season/Families		
Classic™ Marble	\$4.00	
Classic™ Pink	\$4.00	
Classic™ Red	\$4.00	
Classic™ White	\$4.00	
Max Red™	\$4.00	
Nutcracker Pink	\$4.00	
Nutcracker Red	\$4.00	
Nutcracker White	\$4.00	
Peterstar Marble	\$4.00	
TOTAL TRAYS		

CULTIVAR NAME	IPF* PER 100 CUTTINGS	ORDER IN TRAYS
Mid Season/Families, Continued		
Peterstar Pink	\$4.00	
Peterstar Red	\$4.00	
Peterstar White	\$4.00	
Polly's Pink™	\$4.00	
Prestige™ Maroon	\$4.00	
Prestige™ Red	\$4.00	
Tapestry™ NEW!	\$4.00	
Mid Season Novelty		
Marblestar	\$4.00	
Maren™	\$4.00	
Snowcap™	\$4.00	
Visions of Grandeur™ (sc)	\$4.00	
Late Season/Families		
Chianti™ Red	\$4.00	
Red Velvet™	\$4.00	
Salmonstar	\$4.00	
Solstice™ NEW!	\$4.00	
Winter Rose™ Dark Red	\$5.00	
Winter Rose™ White	\$5.00	
Late Season Novelty		
Jingle Bells 3	\$4.00	
Monet Twilight™	\$4.00	
Orange Spice™ (sc)	\$5.00	
TOTAL TRAYS		

TOTAL TRAYS ORDERED

* = Intellectual Property Fee
 ** = Polar Bear International Program
 (sc) = Specialty Collection



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2010 POINSETTIAS PRICE LIST – STANDARD

Summer Poinsettia Ordering Information

VOLUME TIER GROUPS BY IPF

\$4.00 IPF – Prices per 100 cuttings

VOLUME TIERS	PRICE			E.O.D. PRICE Valid on or before Feb. 5, 2010		
	URC	RC	CC	URC	RC	CC
0–10,000	\$40.00	\$75.00	\$59.00	\$38.00	\$71.25	\$56.05
10,001–50,000	38.00	67.00	48.00	36.10	63.65	45.60
50,001–100,000	36.50	64.00	46.00	34.68	60.80	43.70
100,001 & over	34.50	61.00	44.00	32.78	57.95	41.80
DISCOUNT FOR WEEKS 31–39	\$26.00	URC only - minimum of 100 cuttings		\$24.70	URC only - minimum of 100 cuttings	

\$5.00 IPF (WINTER ROSE ONLY) – Prices per 100 cuttings

VOLUME TIERS	PRICE			E.O.D. PRICE Valid on or before Feb. 5, 2010		
	URC	RC	CC	URC	RC	CC
0–10,000	\$41.25	\$76.25	\$60.25	\$39.19	\$72.44	\$57.24
10,001–50,000	39.25	68.25	49.25	37.29	64.84	46.79
50,001–100,000	37.75	65.25	47.25	35.86	61.99	44.89
100,001 & over	35.75	62.25	45.25	33.96	59.14	42.99
DISCOUNT FOR WEEKS 31–39	\$27.25	URC only - minimum of 100 cuttings		\$25.89	URC only - minimum of 100 cuttings	

\$6.00 IPF (POLAR BEAR ONLY) – Prices per 100 cuttings

VOLUME TIERS	PRICE			E.O.D. PRICE Valid on or before Feb. 5, 2010		
	URC	RC	CC	URC	RC	CC
0–10,000	\$57.50	\$92.50	\$76.50	\$54.63	\$87.88	\$72.68
10,001–50,000	55.50	84.50	65.50	52.73	80.28	62.23
50,001–100,000	54.00	81.50	63.50	51.30	77.43	60.33
100,001 & over	52.00	78.50	61.50	49.40	74.58	58.43
DISCOUNT FOR WEEKS 31–39	\$43.50	URC only - minimum of 100 cuttings		\$41.33	URC only - minimum of 100 cuttings	

SPECIALTY COLLECTION (sc): URC, CC, RC

Cultivars below are not eligible for volume discounting, EOD, or quoting.

Cultivar Name	Price	Premium POP Price
Eggnog	\$1.00	N/A
Ice Punch	\$1.00	N/A
Orange Spice™	\$1.00	\$3.50
Peppermint Twist™	\$1.00	N/A
Visions of Grandeur™	\$2.00	\$3.50

CONDITIONS OF SALE

Pricing: Pricing stated as charge per one tray of invoiced cuttings, inclusive of Intellectual Property Fee (IPF), and is effective for products shipped weeks 21–39, 2010. Intellectual Property Fee (IPF) stated as charge per one tray of invoiced cuttings. Prices subject to change without notice.

Point-of-Purchase (POP) Materials: Visions of Grandeur and Polar Bear are sold only with a POP package. The Visions of Grandeur POP includes a pot cover, organza, a decorative tag and tag elevator; the Polar Bear POP includes a decorative tag and tag elevator. For Visions of Grandeur and Orange Spice, upgraded Premium POP kits are available that include a metal value-added pot, organza, a decorative tag and tag elevator.

Discounts: Volume tier discounts are set annually at the beginning of the shipping season. Annual volume tier discounts are based on a customer's total purchase volumes from the previous season. Freight costs are not subject to discounts. Volume tier and EOD discounts are not applicable to Specialty Collection varieties.

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

Invoicing: Invoices will be mailed or faxed within five (5) to seven (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/Changes: Cancellation or changes of Unrooted orders can be made no later than the production day prior to scheduled shipment.

All order cancellations or changes for Rooted and Callused products must be made no later than five (5) weeks and four (4) weeks prior to shipment, respectively. No cancellations or changes of Rooted or Callused products are allowed after plant date without preapproval by Customer Service and will be subject to a restocking fee of \$20.00 per tray for Rooted and \$10.00 per tray for Callused.

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.