


# Deadline

February 2022

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1	2	3	4	5
6	7	8	9	10	11 	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28					



**SNOW-SHOE**  
C O M P A N Y



**BRM Reps**

*Bruce & Michelle Marsh*

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**ATLAS SNOWSHOE CO.**  
**PRICE LIST & SALES PROGRAMS 2022**

# PRESEASON BUY | +10%

2022



All retail preseason orders submitted to your Sales Representative by **February 11th, 2022** will receive a 10% discount.

## INCENTIVES:

### REORDER TERMS

- Dating-Net 90 days.

### SNOWSHOE POLE AND TOTE INCENTIVE

For every pair of snowshoes on preseason order received by **February 11th, 2022**, the dealer can purchase an equivalent number of snowshoe poles, snowshoe tote bags, and snowshoe gaiters for an additional 10% discount on top of inline discount from published wholesale price.

### ORDER ADJUSTMENT

Any order received by Friday, **February 11th, 2022** can be adjusted by up to 10% without loss of terms, dating or discount. All adjustments must be received by March 11th, 2022 to be valid.

### DATING AND DELIVERY

- Net 90 days

# VOLUME TIERS | UP TO +5%

All retail preseason orders submitted to your Sales Representative by **February 11th, 2022**. NET 120 dating. Order the following amount and receive an additional discount of:

\$5,000 +3%  
**\$10,000 +4%**  
 \$15,000 +5%

# FREE SHIPPING

Free Shipping: Must turn preseason orders in by **February 11th, 2022** and have a discount total of **14% or higher**.


# PRESEASON RENTAL/DEMO | 20%

All rental/demo preseason orders submitted to your Sales Representative will receive a 20% discount and Net 120 **February 11th, 2022** dating. Strictly for rental/demo use only.

Rental and demo orders received after Feb 11th, 2022 will receive 15% discount Net 90.

- Rental and demo orders are limited to 20% of total retail snowshoe units purchased, unless otherwise agreed upon by dealer/rental center and Atlas Snowshoe Company.
- All snowshoes qualify for rental/demo terms.
- Rental and demo orders cannot be combined with retail orders for retail volume discounts.
- No minimum quantities for either rental/demo.
- Demo-grade snowshoes may be shipped in place of A-grade product (cosmetic blems with full warranty) for demo orders.
- Atlas Snowshoe Company rental/demo snowshoes have a limited one year warranty from date of purchase.

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# PRICE LIST

2022



BACKCOUNTRY

RANGE-BC	ITEM CODE	UPC	WHOLESALE	MSRP/MAP	NEW/CO
RANGE-BC 26 BRIGHT BLUE	U210100301260	886745936565	\$173.00	\$279.95	C/O
RANGE-BC 30 BRIGHT BLUE	U210100301300	886745936527	\$173.00	\$279.95	C/O
RANGE-BC WOMENS 22 CYAN	U210100401220	886745936473	\$173.00	\$279.95	C/O
RANGE-BC WOMENS 26 CYAN	U210100401260	886745936466	\$173.00	\$279.95	C/O
MONTANE	ITEM CODE	UPC	WHOLESALE	MSRP/MAP	NEW/CO
MONTANE 25 ATLAS YELLOW	U200100401250	886745883937	\$155.00	\$249.95	C/O
MONTANE 30 ATLAS YELLOW	U200100401300	886745883265	\$155.00	\$249.95	C/O
MONTANE 35 ATLAS YELLOW	U200100401350	886745883999	\$155.00	\$249.95	C/O
MONTANE 23 ATLAS YELLOW	U20010040123W	886745883142	\$155.00	\$249.95	C/O
MONTANE 27 ATLAS YELLOW	U20010040127W	886745882985	\$155.00	\$249.95	C/O
HELIUM-BC	ITEM CODE	UPC	WHOLESALE	MSRP/MAP	NEW/CO
HELIUM-BC 23 BLACK	U200101401230	886745886143	\$131.00	\$209.95	C/O
HELIUM-BC 26 BLACK	U200101401260	886745891376	\$131.00	\$209.95	C/O
HELIUM-BC 23 RED	U210100801230	886745940241	\$131.00	\$209.95	C/O
HELIUM-BC 26 RED	U210100801260	886745940371	\$131.00	\$209.95	C/O

ALL MOUNTAIN

RANGE-MTN	ITEM CODE	UPC	WHOLESALE	MSRP/MAP	NEW/CO
RANGE-MTN 26 ACID GREEN	U210100101260	886745936572	\$199.00	\$319.95	C/O
RANGE-MTN 30 ACID GREEN	U210100101300	886745936411	\$199.00	\$319.95	C/O
RANGE-MTN 35 ACID GREEN	U210100101350	886745936510	\$199.00	\$319.95	C/O
RANGE-MTN WOMENS 22 ACID GREEN	U210100201220	886745936534	\$199.00	\$319.95	C/O
RANGE-MTN WOMENS 26 ACID GREEN	U210100201260	886745936374	\$199.00	\$319.95	C/O
TREELINE	ITEM CODE	UPC	WHOLESALE	MSRP/MAP	NEW/CO
TREELINE 25 RED	U200100301250	886745884088	\$167.00	\$269.95	C/O
TREELINE 30 RED	U200100301300	886745882992	\$167.00	\$269.95	C/O
TREELINE 23 CORAL	U20010030123W	886745883616	\$167.00	\$269.95	C/O
TREELINE 27 CORAL	U20010030127W	886745884026	\$167.00	\$269.95	C/O
HELIUM-MTN	ITEM CODE	UPC	WHOLESALE	MSRP/MAP	NEW/CO
HELIUM-MTN 23 BLACK	U200101301230	886745886181	\$143.00	\$229.95	C/O
HELIUM-MTN 26 BLACK	U200101301260	886745891529	\$143.00	\$229.95	C/O
HELIUM-MTN 30 BLACK	U200101301300	886745941309	\$143.00	\$229.95	C/O
HELIUM-MTN 23 BLUE	U210100701230	886745940029	\$143.00	\$229.95	C/O
HELIUM-MTN 26 BLUE	U210100701260	886745939214	\$143.00	\$229.95	C/O

TRAIL WALKING

RANGE-TRAIL	ITEM CODE	UPC	WHOLESALE	MSRP/MAP	NEW/CO
RANGE-TRAIL 26 GREEN	U210100501260	886745936367	\$143.00	\$229.95	C/O
RANGE-TRAIL 30 GREEN	U210100501300	886745936398	\$143.00	\$229.95	C/O
RANGE-TRAIL WOMENS 22 GREEN	U210100601220	886745936442	\$143.00	\$229.95	C/O
RANGE-TRAIL WOMENS 26 GREEN	U210100601260	886745936558	\$143.00	\$229.95	C/O
ACCESS	ITEM CODE	UPC	WHOLESALE	MSRP/MAP	NEW/CO
ACCESS 25 BRIGHT BLUE	U220100301250	886745970712	\$112.00	\$179.95	NEW
ACCESS 30 BRIGHT BLUE	U220100301300	886745971689	\$112.00	\$179.95	NEW
ACCESS 23 CYAN	U22010040123W	886745970606	\$112.00	\$179.95	NEW
ACCESS 35 CYAN	U22010040127W	886745970996	\$112.00	\$179.95	NEW
HELIUM-TRAIL	ITEM CODE	UPC	WHOLESALE	MSRP/MAP	NEW/CO
HELIUM-TRAIL 23 BLACK	U220100101230	886745971610	\$93.00	\$149.95	NEW
HELIUM-TRAIL 26 BLACK	U220100101260	886745971573	\$93.00	\$149.95	NEW
HELIUM-TRAIL 30 BLACK	U220100101300	886745970828	\$93.00	\$149.95	NEW
HELIUM-TRAIL 23 GREEN	U220100102230	886745971528	\$93.00	\$149.95	NEW
HELIUM-TRAIL 26 GREEN	U220100102260	886745971795	\$93.00	\$149.95	NEW

KIT

KIT	ITEM CODE	UPC	WHOLESALE	MSRP/MAP	NEW/CO
HELIUM-TRAIL KIT 23 BLACK	U220100201230	886745970538	\$137.00	\$219.95	NEW
HELIUM-TRAIL KIT 26 BLACK	U220100201260	886745970453	\$137.00	\$219.95	NEW
HELIUM-TRAIL KIT 30 BLACK	U220100201300	886745971757	\$137.00	\$219.95	NEW

SPEED

SPEED	ITEM CODE	UPC	WHOLESALE	MSRP/MAP	NEW/CO
RACE 22 ATLAS YELLOW	U200100201220	886745883234	\$199.00	\$319.95	C/O
RUN 22 RED	U200100101220	886745883883	\$168.00	\$269.95	C/O

YOUTH

YOUTH	ITEM CODE	UPC	WHOLESALE	MSRP/MAP	NEW/CO
SPARK 20 BLUE	U200101001200	886745884347	\$56.00	\$89.95	C/O
SPARK 20 PURPLE	U200101002200	886745884330	\$56.00	\$89.95	C/O
MINI 17 BLUE	U200101101170	886745884323	\$43.50	\$69.95	C/O
MINI 17 CORAL	U200101102170	886745884316	\$43.50	\$69.95	C/O

ACCESSORI

ACCESSORIES	ITEM CODE	UPC	WHOLESALE	MSRP/MAP	NEW/CO
TRAIL WALKING 2-PC POLES	U2002002010	886745883500	\$39.00	\$64.95	C/O
ALL-MOUNTAIN 3-PC POLES	U2002001010	886745883944	\$60.00	\$99.95	C/O
ALL SEASON POLE KIT	U2003001010	714636654383	\$10.00	\$19.95	NEW
ATLAS TOTE BAG 23-27 INCH	U1303007010	714636654390	\$21.00	\$34.95	NEW
ATLAS TOTE BAG 30-35 INCH	U1303008010	886745209195	\$21.00	\$34.95	NEW
DELUXE TOTE BAG (MEDIUM)	U10803152	886745209201	\$30.00	\$49.95	C/O
DELUXE TOTE BAG (LARGE)	U10804152	886745888710	\$30.00	\$49.95	C/O

All orders under the above program are subject to the attached Program Terms and Conditions.

## NEW ACCOUNTS AND ACCOUNT UPDATES

To become a new K2 Sports Retail Dealer you must:

- Contact your K2 Sports sales representative and complete, sign, and submit a K2 Sports Retail Dealer Agreement, Credit Application, and Resale Exemption Certificate to the K2 Sports Credit Department.
- Place a minimum order per storefront (as set forth in K2 Sports Price List).
- Your K2 Sports sales representative will get the approval of the K2 Sports sales manager. Note: K2 Sports sales representatives are not authorized to approve new accounts or selling locations.

## Credit

Credit limits are established by the K2 Credit Department. To establish or increase your credit limit please contact your K2 credit representative at 800-400-2332.

## Credit Card Payments

K2 reserves the right to surcharge credit card payments on the transaction amount at a %rate that is not greater than our cost of acceptance.

## Advertising and Imagery

Any use of the K2 Sports brand or imagery must be approved by the K2 Sports marketing department and must be in compliance with the Retail Dealer Agreement. Direct marketing inquiries to 800-426-1617.

**1. APPLICABILITY.** These Program Terms and Conditions ("Program Terms") and the terms of the Retail Dealer Agreement between K2 Sports, LLC and the Retail Dealer placing purchase orders (or, if there is no executed version between the parties, the then current form of the Retail Dealer Agreement as available at <https://k2sports.elasticsuite.com/>) (the "Agreement"), are applicable to and incorporated into any purchase order issued by Retail Dealer to K2 Sports for the purchase of any K2 Sports Products. Retailer's issuance of any purchase order to MDV will be Retailer's unqualified acceptance of the Terms and Conditions and the terms of the Agreement. All capitalized terms, where not otherwise defined in these Program Terms, will have the meanings set forth in the Agreement.

**2. PURCHASE ORDERS.** K2 Sports' acceptance of purchase orders are expressly limited to, and expressly made conditional on, Retail Dealer's acceptance of K2 Sports' then-current Terms and Conditions of sale, the terms of the Agreement, and the terms of the then-current Price List. In the event non-complying Retail Dealer purchase orders are placed, the terms and conditions of such orders, other than to the extent of identifying quantities of K2 Sports Products that K2 Sports has otherwise confirmed or shipped, shall not be applicable. K2 SPORTS EXPRESSLY OBJECTS TO ANY ADDITIONAL OR DIFFERENT TERMS INCLUDED IN ANY PURCHASE ORDER OR OTHER RETAILER COMMUNICATION TO K2 SPORTS.

**3. PRICING.** All prices and programs are subject to change. Prices in effect at the time of Retail Dealer's order will prevail. The order minimum for all orders is identified in the program description.

**4. SHIPPING.** No preseason orders will be accepted with requested ship dates after November 1. Cancellation date is defined as the last date K2 Sports may ship to you from our warehouse. All shipments are subject to credit approval. Past due accounts, incomplete credit information, or non-conforming purchase orders will cause delay in shipments. Orders being held for credit reasons are subject to cancellation two weeks after requested ship date, but in any event will be cancelled no later than October 15. All orders will be shipped FOB Seattle, WA. Unless otherwise stipulated in writing at the time the order is placed, all shipments will be sent prepay and bill via carrier of K2 Sports' choice. Freight charges will be added to the invoice issued by K2 Sports. K2 reserves the right to ship approximately two (2) weeks prior to requested ship dates.

**5. ORDER CHANGES.** Pre-season orders are firm orders and non-cancelable without K2 Sports' prior written consent. All reorders may be modified or cancelled by Retail Dealer not later than four (4) weeks prior to the first scheduled ship date so long as the Retail Dealer immediately pays to K2 Sports a cancellation fee equal to fifteen percent (15%) of the value of the cancelled orders ("Cancellation Fee"). The parties intend the Cancellation Fee to be liquidated damages constituting compensation, and not a penalty. The parties acknowledge and agree that damages resulting from cancellation pursuant to this Section would be impossible or very difficult to accurately estimate, and that the Cancellation Fee is a reasonable estimate of the anticipated or actual harm that may arise from such termination. Further, any reorder change of ten (10%) or more in value must be agreed to in writing by the K2 Sports Sales Department no later than four (4) weeks prior to the requested ship date. If K2 Sports agrees to an order adjustment, all discounts on products, shipped or unshipped, will be adjusted and re-billed according to the applicable program description and any early order or growth discounts will be updated accordingly.

**6. CLAIMS.** All claims for damage or missing cartons must be filed directly with the carrier within ten (10) days of receipt of the shipment with a copy of such notice provided to K2 Sports at the time of filing. All claims for incorrect shipments must be received by K2 Sports within thirty (30) days of receipt of shipment. K2 Sports will not be responsible for any claims made after thirty (30) days of receipt.

**7. RETURNS.** K2 Sports products are only subject to return with the written consent of K2 Sports. In those cases where K2 Sports authorizes a return, the Retail Dealer will be responsible for the return freight and assessed a ten percent (10%) restocking fee. All products returned must have the K2 Sports UPC and logo tags attached in their original manner. If returned items are in need of packaging or still have retail store stickers and hang tags attached, there will be an additional twenty-five (25%) handling fee. K2 Sports reserves the right to refuse merchandise if product returned is received in unsatisfactory condition, as determined by K2 Sports in its sole discretion. The Retail Dealer agrees to be responsible for all returned freight. All returns must have prior authorization by K2 Sports customer service and must be marked with a return authorization number, which may be obtained by contacting K2 Sports customer service at 800-972-4038. Only products specified on the original return authorization will be credited. Returns must be sent to ATTN: Returns, K2 Sports, 413 Pine St., Third Floor, Seattle, WA, 98101.

**8. DEALERSHIP.** K2 Sports products are to be sold at Authorized Locations only and must only be sold to consumers. K2 Sports products must be advertised in accordance with K2 Sports' published Minimum Advertised Pricing (MAP) Policy. New selling locations or e-commerce sites must be approved by K2 Sports Sales management and are governed by the conditions set forth in the Agreement and/or Internet Addendum. Retail Dealer violations may result in suspension of account or termination of Agreement.



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