

2010 POINSETTIAS ORDER FORM – EURO & DS

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.)

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MONTH		DAY		YEAR	

(should be a Monday)

PURCHASE ORDER NO.

UNROOTED CUTTINGS ONLY (CHECK ONE)

EURO STYLE DIRECT STICK (JUMBO)

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

1 tray = 100 cuttings + 4% overcount

MINIMUM ORDER: Unrooted

Minimum order per cultivar: 100 cuttings

Minimum total order: 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	
		EURO	DS
Advent™ Red	\$4.00		
Autum™ Red	\$4.00		
Chianti Red	\$4.00		
Classic™ Marble	\$4.00		
Classic™ Pink	\$4.00		
Classic™ Red	\$4.00		
Classic™ White	\$4.00		
Enduring™ Marble	\$4.00		
Enduring™ Pink	\$4.00		
Enduring™ Red	\$4.00		
Enduring™ White	\$4.00		
Freedom™ Bright Red	\$4.00		
Freedom™ Early Marble	\$4.00		
Freedom™ Early Pink	\$4.00		
Freedom™ Early Red	\$4.00		
Freedom™ Early White	\$4.00		
Freedom™ Fireworks	\$4.00		
Freedom™ Jingle Bells	\$4.00		
Freedom™ Marble	\$4.00		
Freedom™ Peppermint	\$4.00		
Freedom™ Pink	\$4.00		
TOTAL TRAYS			

CULTIVAR NAME	IPF* PER 100 CUTTINGS	ORDER IN TRAYS	
		EURO	DS
Freedom™ Red	\$4.00		
Freedom™ Salmon	\$4.00		
Freedom™ White	\$4.00		
Ice Punch (sc)	\$5.00		
Jester™ Jingle	\$4.00		
Jester Red	\$4.00		
Jingle Bells 3	\$4.00		
Max Red™	\$4.00		
Monet Twilight™	\$4.00		
Gala White	\$4.00		
Peterstar Marble	\$4.00		
Peterstar Pink	\$4.00		
Peterstar Red	\$4.00		
Peterstar White	\$4.00		
Polar Bear	**\$6.00		
Polly's Pink™	\$4.00		
Prestige™ Early Red	\$4.00		
Prestige™ Maroon	\$4.00		
Prestige™ Red	\$4.00		
Maren™	\$4.00		
Marblestar	\$4.00		
TOTAL TRAYS			

CULTIVAR NAME	IPF* PER 100 CUTTINGS	ORDER IN TRAYS	
		EURO	DS
Red Velveteen	\$4.00		
Shimmer™ Pink	\$4.00		
Shimmer™ Surprise	\$4.00		
Snowcap™	\$4.00		
Strawberries N Cream™	\$4.00		
Winter Blush	\$4.00		
Winter Rose™ Dark Red	\$5.00		
Winter Rose™ Early Marble	\$5.00		
Winter Rose™ Early Pink	\$5.00		
Winter Rose™ Early Red	\$5.00		
TOTAL TRAYS			

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



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2010 POINSETTIAS PRICE LIST – EURO & DS

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	
	Euro	Direct Stick	Euro	Direct Stick
0–10,000	\$39.00	\$43.00	\$37.05	\$40.85
10,001–50,000	37.00	41.00	35.15	38.95
50,001–100,000	35.50	39.50	33.73	37.53
100,001 & over	33.50	37.50	31.83	35.63
	Euro or Direct Stick		Euro or Direct Stick	
DISCOUNT FOR WEEKS 31–39	\$26.00 (minimum of 100 cuttings)		\$24.70 (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	
	Euro	Euro	Euro	Euro
0–10,000	\$40.25		\$38.24	
10,001–50,000	38.25		36.34	
50,001–100,000	36.75		34.91	
100,001 & over	34.75		33.01	
	Euro		Euro	
DISCOUNT FOR WEEKS 31–39	\$27.25 (minimum of 100 cuttings)		\$25.89 (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	
	Euro	Euro	Euro	Euro
0–10,000	\$56.50		\$53.68	
10,001–50,000	54.50		51.78	
50,001–100,000	53.00		50.35	
100,001 & over	51.00		48.45	
	Euro		Euro	
DISCOUNT FOR WEEKS 31–39	\$43.50 (minimum of 100 cuttings)		\$41.33 (minimum of 100 cuttings)	

SPECIALTY COLLECTION (sc): Unrooted only

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

Cultivar Name	Price
Ice Punch Euro 1.5	\$1.00

CONDITIONS OF SALE

New Orders/Substitutions: The key deadline for ordering Unrooted cuttings in the 1.5 -or 3-inch specification is Friday, February 5, 2010. Orders received after this date will be filled based strictly on the availability of the requested size. If the requested size is not available, a substitution will be made with our standard 2-inch specification.

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) is stated as charge per one tray of invoiced cuttings. Prices subject to change without notice.

Point-of-Purchase (POP) Materials: A POP tag and tag elevator are included in the cost of Polar Bear. Please visit the Ecke Ranch Poinsettia home page for further information on POP materials.

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 orders can be made no later than the production day prior to scheduled shipment.

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.