



## WHOLESALE PARTNERS APPRECIATION SALE | MAY 2020

Waterworks will be hosting an Appreciation Sale this Spring as a thank you to our clients for their continued support and future business! This year's Appreciation Sale will be held **Wednesday, May 27th through Wednesday, June 10th**.

### WHAT'S DIFFERENT ABOUT THIS YEAR'S SALE?

We are very excited to announce that in addition to the traditional product assortment eligible for the Appreciation Sale discount (Furnishings, Lighting, Mirrors, Accessories and Hardware), we are including all **Waterworks Studio Fittings** as part of the eligible product for this event!

### E-BLAST

Waterworks will provide Trade and Homeowner co-branded email versions with your logo, location and recommended subject lines per your request. The Trade email may only be sent to Trade clients only. The templates will be shared on the Communications Page of the Waterworks Information Network (Pricing Tool Portal) by Wednesday, May 13th. To request a co-branded email, please contact your Regional Manager or submit a Marketing Request Form on the homepage of the portal. We recommend you send the email on the following days:

- "Save the Date," Friday 5/15
- "Starts Today," Wednesday 5/27
- "Reminder Emails," Monday, 6/1 & Friday, 6/5
- "Final Days," Monday, 6/8

### RECOMMENDED PHONE CAMPAIGN

Begin your Phone Campaign ASAP. Print out your client list and contact your clients via phone to make them aware of the upcoming Appreciation Sale. In your conversation, remind your clients of all the benefits of this year's May Appreciation Sale:

- Contact your homeowners to make them aware of this special opportunity to purchase these categories at the lowest price of the year.
- The opportunity for all clients to purchase Waterworks Studio Fittings at a discount
- The opportunity for trade clients to purchase Waterworks Studio Fittings, Furnishings, Lighting, Hardware and Accessories at a discount deeper than their trade pricing.
- Remind your trade clients that their discount is only 10% off list during the balance of the year on Furnishings & Apothecary. This sale presents an opportunity for your trade clients to make a better margin on this piece of their projects should they choose to not pass on the additional discount.

Please be sure to connect with your Regional Manager to review any open quotes for eligible items. Use the Partner Portal for pricing and to check inventory.

### MARKETING

The Marketing team at Waterworks will be providing you a electronic evite to send to clients with your company local. A prototype will be available on the Portal and you can request one for your company through our portal or through your website. The Marketing team will be putting together a social media campaign where photography will be provided for use.

## ITEMS ELIGIBLE FOR APPRECIATION SALE DISCOUNT

### Hardware

- Knobs & Pulls
- Bars, Shelves & Hooks

### Lighting

- Wall Lighting
- Counter Lighting
- Ceiling Lighting

### Bath Accessories

- Mirrors
- Medicine Cabinets
- Wall Mounted Accessories

### Bath Furniture

- Stools
- Etageres
- Side Tables
- Cabinets
- Benches

### Bath Furnishings

- Countertop Accessories
- Towels & Textiles
- Apothecary

### Kitchen Accessories

- Serveware
- Barware & Entertaining
- Kitchen Tools

### Kitchen Furnishings

- Towels & Textiles
- Apothecary
- Wall Mounted Accessories

### Fittings

- Waterworks Studio Fittings

Product Not Eligible for Appreciation Sale Discount: Waterworks Heritage Fittings, Cabinetry, Surfaces, and Fixtures

## DISCOUNTS

	TRADE DISCOUNT vs. APPRECIATION SALE DISCOUNT		HOMEOWNER DISCOUNT vs. APPRECIATION SALE DISCOUNT	
	Trade Current Discount	Appreciation Sale Discount	Homeowner Current Discount	Appreciation Sale Discount
Waterworks Heritage & Studio Wall Mounted Accessories & Hardware	25%	35%	List	25%
Waterworks Studio Fittings	25%	35%	List	25%
Lighting & Mirrors	25%	35%	List	25%
Home Furnishings	10%	35%	List	25%
Apothecary	10%	35%	List	25%

All clients, including Trade and Homeowners, will receive 25% discount on all Furnishings. As a reminder, our standard Trade discount is only 10% on Furnishings. Homeowners will also receive 25% discount on all Hardware, Lighting, Accessories and Furnishings. During this year's sale, Trade clients will receive a 35% discount on all Hardware, Lighting, Accessories and Furnishings. Waterworks Studio Fittings are included in this Spring's Appreciation Sale.

## BOUTIQUE PARTNER WHOLESALE DISCOUNTING OPPORTUNITY

ADDITIONAL 10% OFF	
Home Furnishings	All Wall Mounted Accessories
Waterworks Studio Fittings	Lighting
Stools	Mirrors & Medicine Cabinets
Hardware	Pot Racks

Appreciation Sale Discount will be extended on all PO's placed Wednesday, May 27th through Wednesday, June 10th.

- To ensure the appropriate discount is applied, all PO's must say "Appreciation Sale"

If you have any questions please reach out to your Market Manager or Gracie Hurtado, Director, Boutiques.