

Supporting ^{the} Sales Network



think outside
the box

SWP PROGRAM

With our dynamic Step-Wise Pricing program, we routinely provide price reduction on all the lines in stock, to meet the expectations of your customers to find discounts in your store throughout the year.

You don't need to reduce your profit margin, the discounts are guaranteed to you and your customers by Ciao Bella.



The chart is an example of our step-wise pricing reduction program (SWP). Sign up to get the discount list.



RETAILER REWARD PROGRAM

The incentive program rewards our retailers with exclusive benefits based on the previous year turnover. The program is valid only for purchases with an invoice issued by Ciao Bella's headquarters in Italy. It cannot be combined with orders placed with distributors and wholesalers, who apply their own price lists, terms and conditions.

BUYER

55%
off MSRP

- ✓ bulk download of product data and images by registered online account
- ✓ step-wise price reduction program
- ✓ sponsorship program
- ✓ personal assistant
- ✗ personal export manager
- ✗ new product free samples
- ✗ priority order fulfillment
- ✗ reserved newsletters
- ✗ special previews and merchandising support

VIP BUYER

over
€ 10.000
annual
turnover

65%
off MSRP

- ✓ bulk download of product data and images by registered online account
- ✓ step-wise price reduction program
- ✓ sponsorship program
- ✓ personal assistant
- ✓ personal export manager
- ✓ new product free samples
- ✓ priority order fulfillment
- ✓ reserved newsletters
- ✓ special previews and merchandising support



HOW TO CALCULATE THE TURNOVER

To calculate your turnover, **sum the value of goods purchased from 1st January to 31st December by Ciao Bella invoices**, minus freight costs and other charges listed. Items with SWP reduction can be included in turnover calculation.



HOW TO GET THE REWARDS

If over the past year you met the conditions to turn VIP Buyer, **on January 1st your retailer account at Ciao Bella is automatically updated** with 65% off MSRP price list and the exclusive benefits.

Ciao Bella
Papercrafting
Torino, ITALY



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