

Effective Date: May 6, 2008

Modello Designs Announces New Retail Pricing and Trade-Only Discounts!

After almost 5 years in business, Modello Designs® is **raising-and lowering**-our prices.

After numerous customer requests we have adopted a two-tier pricing structure which establishes a new ,and higher, listed RETAIL price (up 18%) and a new TRADE-ONLY DISCOUNT (20% OFF Retail Prices).

This Trade-Only discount will apply to all decorative paint and concrete businesses and contractors, interior designers and architects.

IMPORTANT! If you were one of over 6,000 Modello Designs customer prior to May 6, 2008 you **NEED TO DO NOTHING** to qualify for our 20% Trade-Only discount off of Retail Prices. You are automatically set up as a Trade Customer in our database and the 20% discount will be deducted off each Modello order.

This new pricing structure means that there is “built-in” profit and financial flexibility for you on your Modello Designs projects. If you wish, you may bill your customer at listed Retail Pricing OR pass along your trade discount as a courtesy to your customers. In effect, we are billing you less and allowing you the opportunity to profit more, if you wish, by sourcing our original Decorative Masking Patterns™.

Please note that:

- Pricing for ALL Modello products (custom, custom-sized, Sample Sets, Concrete Carpets™ and Standard-Sized Patterns) has been increased on our website and in our forthcoming NEW Design Library Binder.
- For web-based orders you will simply need to check the Trade Customer box upon checkout and your discount will be applied upon invoicing.
- Estimates will not reflect the Trade-Only Discount. The discount will be applied prior to payment processing when the Estimate is turned into an invoice.
- Tools, products and educational materials are not subject to the Trade-Only Discount, only Modello masking products.
- Design time fees are NOT subject to the Trade-Only Discount, only Modello masking products.
- Quantity Discounts will still be applied for even MORE savings!

Please see the chart below for more reference and we look forward to continuing to provide you with the best possible product, customer service and professional support.



New Pricing Effective May 6th, 2008

	Level	Original Pricing 4 mil	New Retail Pricing +18 % 4 mil	New Trade Discount Pricing 20% 4 mil	Original Pricing 10 mil	New Retail Pricing +18 % 10 mil	New Trade Discount Pricing -20% 10 mil	Original Pricing 25 mil	New Retail Pricing +18 % 25 mil	New Trade Discount Pricing -20% 25 mil
SQ. Inch \$	A-C	\$ 0.10	\$ 0.12	\$ 0.09	\$ 0.13	\$ 0.15	\$ 0.12	\$ 0.15	\$ 0.18	\$ 0.14
	D-E	\$ 0.12	\$ 0.14	\$ 0.11						
SQ. Foot \$	A	\$ 6.00	\$ 7.08	\$ 5.66	\$ 9.00	\$ 10.62	\$ 8.50	\$ 11.00	\$ 12.98	\$ 10.38
	B	\$ 7.50	\$ 8.85	\$ 7.08	\$ 10.00	\$ 11.80	\$ 9.44	\$ 13.00	\$ 15.34	\$ 12.27
	C	\$ 9.00	\$ 10.62	\$ 8.50	\$ 12.00	\$ 14.16	\$ 11.33			
	D	\$ 10.50	\$ 12.39	\$ 9.91						
	E	\$ 12.50	\$ 14.75	\$ 11.80						
	M	\$ 18.00	\$ 21.24	\$ 16.99						
SQ. Foot \$	AA	\$ 5.00	\$ 5.90	\$ 4.72	\$ 7.00	\$ 8.26	\$ 6.61	\$ 9.00	\$ 10.62	\$ 8.50
	AAA	\$ 3.00	\$ 3.54	\$ 2.83	\$ 5.00	\$ 5.90	\$ 4.72	\$ 7.00	\$ 8.26	\$ 6.61

www.modellodesigns.com

Order Line: 800.663.3860

www.modelloconcrete.com