

# Discount Codes



Welcome to the world of advertising and marketing. There are thousands of products we can supply to our clients. Power Graphics will provide you with retail prices, catalogs, sales ideas and information to get your clients buying. Extra sheets and catalogs can be provided for a minimal fee. Each pricing sheet or catalog will have a discount code included so that you can figure your profits while keeping profits hidden. This page will help you identify these codes and the discounts Power Graphics will apply when buying these products through us.

The industry's pricing codes are a guide to help you quickly and easily determine the profit margin you'll make on an item if you sell it at a certain price. Shipping and set up fees will be stated as included or not with the prices. The system is also used to keep the paper work to a minimum without showing your client what you make. Below is the standard discount codes we'll use.

## Discount

80%	75%	70%	65%	60%	55%	50%	45%	40%	35%	30%	25%	20%	15%	15%	10%	5%
Z	Y	O	N	M	L	K	J	A	B	C	D	E	F	G	H	I
								P	Q	R	S	T	U	V	W	X

Most of the suppliers use these codes to identify discounts, but they can change at any time and they may not be identified exactly as above suggest. There are companies that use different discount codes that may overlap the ones above. It's best to identify all supplier books with the Power Graphics offices.

## Locating Codes:

Finding a supplier's pricing codes is sometimes tricky. Codes may appear as capital letters, in parentheses or after a flash, frequently following the printed price. For example, \$1.50 ® or \$1.50/r. However, suppliers may place the codes away from the pricing to keep discounting secret from end-buyers. Here are a few common tricks:

Placing the codes near, but not in, a pricing chart.

Noting pricing codes after listed production time: "Production time, 15 working days/p."

Printing a separate pricing card so that the distributor can remove it from the catalog.

End quantity prices let's us take advantage of volume buying. They will use a price grid that'll breakdown 100pcs, 250pcs, 500pcs, and so on. Quantity one through three could be A or 35% discount while four through six is a C discount at 25%.

Quantity:	100	250	500	750	1000	(2pq2r)
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Translation: The string of numbers and letters appearing in parenthesis is the price codes and column indicators. In the case of (2pq2r). The first "2" tells you that the code following it, which is "P" representing a 35% discount, applies to the first to columns. Therefor if your client purchases 100 of this item at \$5.00 per piece, you'll get \$175.00 profit from the \$500.00 sale. The third column is represented by the Q discount and the next two columns are an R discount.

This should give you a basic understanding on the price breakdown and discounts. If you have any questions you can email me for help at [nick@powergraphics.biz](mailto:nick@powergraphics.biz)

- Advertising Specialties
- Promotional Products
- Trade show Booths
- Graphic Design1

- Full Color Printing
- Yard Signs
- Vehicle Graphics
- Signs

- Marketing Analysis
- Web site Design
- E Commerce
- Presentations