



# 2017 MERCHANDISING & PLANNING CALENDAR

	Holiday	Date	Recommended Display Dates	# Designs Available	Ship Window	Payment Due Date	Last Day to Ship East Coast (no returns)	Last Day to Ship West Coast (no returns)	Last Day to Ship with Return Privileges	Deadline - returns will be refused after this date
Val	VALENTINE'S DAY	2/14/17	12/26 - 2/15	176	11/29/16 - 12/13/16	Net 60	2/7/17	1/31/17	1/2/17	3/15/17
Spring 1	ST PATRICK'S DAY	3/17/17	2/15 - 3/18	8	01/24/17 - 02/06/17	Net 60	3/10/17	3/3/17	2/3/17	5/26/17
	PASSOVER	4/11/17	2/15 - 4/19	4	01/24/17 - 02/06/17	Net 60	4/3/17	3/27/17	2/27/17	5/26/17
	EASTER	4/16/17	2/15 - 4/17	59	01/24/17 - 02/06/17	Net 60	4/7/17	3/31/17	3/3/17	5/26/17
	ADMIN PROF	4/26/17	2/15 - 4/27	3	01/24/17 - 02/06/17	Net 60	4/19/17	4/12/17	3/8/17	5/26/17
SP2	FIRST COMM	n/a	2/15 - 4/27	7	01/24/17 - 02/06/17	Net 60	4/7/17	3/31/17	3/3/17	5/26/17
	CONFIRMATION	n/a	2/15 - 4/27	7	01/24/17 - 02/06/17	Net 60	4/7/17	3/31/17	3/3/17	5/26/17
	NURSE'S DAY	5/6/17	2/15 - 5/7	3	01/24/17 - 02/06/17	Net 60	4/28/17	4/21/17	3/31/17	6/14/17
GRD	MOTHER'S DAY	5/14/17	2/15 - 5/15	112	01/24/17 - 02/06/17	Net 60	5/5/17	4/28/17	4/7/17	6/14/17
	GRADUATION	n/a	4/17 - 9/1	83	03/20/17 - 03/31/17	Net 60	6/9/17	6/2/17	5/12/17	9/15/17
SP3	FATHER'S DAY	6/18/17	5/15 - 6/19	77	03/20/17 - 03/31/17	Net 60	6/9/17	6/2/17	5/12/17	7/18/17
Sun	SUMMER PROMO	n/a	June - Sept	TBD	05/24/17 - 06/02/17	Net 60	6/26/17	6/26/17	6/16/17	n/a
	ROSH HASHANAH	9/21/17	8/3 - 9/23	6	7/17/17 - 7/28/17	Net 60	9/13/17	9/6/17	8/9/17	12/26/17
Fall	BOSS'S DAY	10/17/17	8/3 - 10/18	8	7/17/17 - 7/28/17	Net 60	10/10/17	10/3/17	9/5/17	12/26/17
	HALLOWEEN	10/31/17	8/3 - 11/1	40	7/17/17 - 7/28/17	Net 60	10/24/17	10/17/17	9/15/17	12/26/17
	VETERAN'S DAY	11/11/17	8/3 - 11/12	3	7/17/17 - 7/28/17	Net 60	11/3/17	10/27/17	9/29/17	12/26/17
Christmas	THANKSGIVING	11/23/17	8/3 - 11/24	18	7/17/17 - 7/28/17	Net 60	11/13/17	11/6/17	10/12/17	12/26/17
	HANUKKAH	12/13/17	10/4 - 12/21	4	10/3/17 - 10/21/17	Net 60	12/5/17	11/28/17	10/31/17	2/1/18
	CHRISTMAS COUNTER	12/25/17	10/4 - 12/26	144	10/3/17 - 10/21/17	Net 60	12/15/17	12/8/17	11/13/17	2/1/18
	CHRISTMAS BOXED	12/25/17	10/6 - 12/26	TBD	10/4/17 - 10/15/17	Net 60	12/15/17	12/8/17	11/13/17	n/a
ED	NEW YEARS	1/1/18	10/4 - 1/2	4	10/3/17 - 10/21/17	Net 60	12/15/17	12/8/17	11/13/17	2/1/18
	EVERYDAY		Periodic releases throughout the year			Net 30				



## HOW TO ORDER

Online: viabella.com  
 Email: orders@viabella.com  
 Fax: 877.736.4738  
 Phone: 800.688.9998  
 www.viabella.com

### Customer Service

10 Renaissance Way, Sanford, ME 04073  
 All orders and support questions can be directed to our Customer Care Team located in Sanford, ME

### Corporate Office

9 Kendrick Road, Wareham, MA 02571

## Product Availability

Code Product Availability Restrictions by Territory

- A North America & Australia Only
- C US & Canada Only
- E Restricted from Ecuador
- F Restricted from Finland & Estonia
- J US & its territories, Puerto Rico, US Military Bases, Canada & Japan
- K North America, United Kingdom, Australia & New Zealand Only
- L Restricted from Belgium, Netherlands &
- N North America Only
- O Restricted from Korea
- P Restricted from Russia
- R Restricted from United Kingdom, Benelux &
- S Restricted from Aus, NZ, UK, South America &
- U US Only
- W Products Available Worldwide
- Y Restricted from China
- Z North America, Australia & New Zealand Only

## 2017 Price Matrix

### EVERYDAY COUNTER CARDS:

All orders are shipped in Case Pack Quantity. Order the number of packs you want. Wholesale pricing reflects price per case pack.

US Retail	US \$/Pack	CN \$ Retail **	CN \$/Pack	Unit Pack
\$0.99	\$7.80	\$1.49	\$11.63	12 cards
\$1.99	\$11.94	\$2.99	\$17.94	12 cards
\$2.59	\$7.77	\$3.59	\$10.77	6 cards
\$2.99	\$8.97	\$3.95	\$11.85	6 cards
\$3.49	\$10.47	\$4.49	\$13.47	6 cards
\$3.99	\$11.97	\$4.99	\$14.97	6 cards
\$4.49	\$13.47	\$5.49	\$16.47	6 cards
\$4.50	\$13.50	\$5.50	\$16.50	6 cards
\$4.99	\$14.97	\$5.99	\$17.97	6 cards
\$5.49	\$16.47	\$6.49	\$19.47	6 cards
\$5.99	\$17.97	\$6.99	\$20.97	6 cards
\$6.99	\$20.97	\$7.99	\$23.97	6 cards
\$4.99	\$9.98	\$5.99	\$11.98	4 cards
\$5.99	\$11.98	\$6.99	\$13.98	4 cards
\$6.99	\$13.98	\$7.99	\$15.98	4 cards
\$7.99	\$15.98	\$8.99	\$17.98	4 cards
\$8.99	\$17.98	\$9.99	\$19.98	4 cards

### SEASONAL COUNTER CARDS:

All orders are shipped in Case Pack Quantity. Order the number of packs you want. Wholesale pricing reflects price per case pack.

US Retail	US \$/Pack	CN \$ Retail **	CN \$/Pack	Unit Pack
\$0.99	\$1.95	\$1.49	\$2.91	3 cards
\$1.99	\$1.99	\$2.75	\$2.75	2 cards
\$2.59	\$2.59	\$3.59	\$3.59	2 cards
\$2.99	\$2.99	\$3.99	\$3.99	2 cards
\$3.49	\$3.49	\$4.49	\$4.49	2 cards
\$3.99	\$3.99	\$4.99	\$4.99	2 cards
\$4.49	\$4.49	\$5.49	\$5.49	2 cards
\$1.99	\$2.99	\$2.75	\$4.13	3 cards
\$2.59	\$3.89	\$3.59	\$5.39	3 cards
\$2.99	\$4.49	\$3.99	\$5.99	3 cards
\$3.49	\$5.24	\$4.49	\$6.74	3 cards
\$3.99	\$5.99	\$4.99	\$7.49	3 cards
\$4.49	\$6.74	\$5.49	\$8.24	3 cards
\$4.99	\$7.49	\$5.99	\$8.99	3 cards
\$5.49	\$8.24	\$6.49	\$9.74	3 cards
\$5.99	\$8.99	\$6.99	\$10.49	3 cards
\$6.99	\$10.49	\$7.99	\$11.99	3 cards
\$7.99	\$11.99	\$8.99	\$13.49	3 cards
\$2.99	\$5.98	\$3.99	\$7.98	4 cards
\$3.49	\$6.98	\$4.49	\$8.98	4 cards
\$3.99	\$7.98	\$4.99	\$9.98	4 cards
\$4.49	\$8.98	\$5.49	\$10.98	4 cards
\$4.99	\$9.98	\$5.99	\$11.98	4 cards
\$5.49	\$10.98	\$6.49	\$12.98	4 cards
\$5.99	\$11.98	\$6.99	\$13.98	4 cards
\$6.99	\$13.98	\$7.99	\$15.98	4 cards
\$7.99	\$15.98	\$8.99	\$17.98	4 cards

\*not all price points are available in every season.

### ANCILLARY PRODUCT PRICING AND PACKAGING:

All orders are shipped in Case Pack Quantity. Order the number of packs you want. Wholesale pricing reflects price per case pack.

	US Retail	US \$/Pack	CN \$ Retail **	CN \$/Pack	Unit Pack
<b>Journals</b>	\$2.99	\$1.50	\$3.99	\$2.00	1 Journal
	\$3.99	\$2.00	\$4.99	\$2.50	1 Journal
<b>Boxed Notes</b>	\$4.99	\$7.49	\$6.29	\$9.44	3 Boxes
	\$9.99	\$5.00	\$10.99	\$5.50	1 Box
	\$14.99	\$7.50	\$19.99	\$10.00	1 Box
<b>Lawson Falle Boxed Cards</b>	\$5.99	\$8.98	\$6.99	\$10.48	3 Boxes
<b>Boxed Christmas</b>			US Retail	US \$/Pack	Unit Pack
			\$9.99	\$4.99	1 Box
		\$14.99	\$7.50	1 Box	

\*\*Canadian Retailers - Your invoices will reflect the new price points for the Canadian market. It is important to note that all cards have not been reprinted with this new pricing. We will manage the pricing change over time. It is up to your discretion how you manage this in your store.

Prices are subject to change. Catalog prices are in US dollars.