



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
	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
SP2	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
	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
GRD	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
Sum	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
Fall	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
	BOSS'S DAY	10/16/17	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
	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
Christmas	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
	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
ED	EVERYDAY	Periodic releases throughout the year				Net 30				



HOW TO ORDER

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

Corporate Office

9 Kendrick Road, Wareham, MA 02571

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

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 & Luxembourg
- N North America Only
- O Restricted from Korea
- P Restricted from Russia
- R Restricted from United Kingdom, Benelux & Ireland
- S Restricted from Aus, NZ, UK, South America & Africa
- U US Only
- W Products Available Worldwide
- Y Restricted from China
- Z North America, Australia & New Zealand Only

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
Journals	\$2.99	\$1.50	\$3.99	\$2.00	1 Journal
	\$3.99	\$2.00	\$4.99	\$2.50	1 Journal
Boxed Notes	\$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
Lawson Falle Boxed Cards	\$5.99	\$8.98	\$6.99	\$10.48	3 Boxes
Boxed Christmas			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.



2018 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	2/14/18	12/26 - 2/15	144	11/29/17 - 12/13/18	Net 60	2/7/18	1/31/18	1/3/18	3/15/18
Spring 1	ST PATRICK'S DAY	3/17/18	2/15 - 3/18	4	01/24/18 - 02/06/18	Net 60	3/9/18	3/2/18	2/2/18	5/25/18
	PASSOVER	3/31/18	2/15 - 4/8	3	01/24/18 - 02/06/18	Net 60	3/23/18	3/16/18	2/16/18	5/25/18
	EASTER	4/1/18	2/15 - 4/2	60	01/24/18 - 02/06/18	Net 60	3/26/18	3/19/18	2/19/18	5/25/18
	ADMIN PROF	4/25/18	2/15 - 4/26	4	01/24/18 - 02/06/18	Net 60	4/18/18	4/11/18	3/14/18	5/25/18
	FIRST COMM	n/a	2/15 - 4/26	7	01/24/18 - 02/06/18	Net 60	4/18/18	4/11/18	3/14/18	5/25/18
	CONFIRMATION	n/a	2/15 - 4/26	7	01/24/18 - 02/06/18	Net 60	4/18/18	4/11/18	3/14/18	5/25/18
SP2	NURSE'S DAY	5/6/18	4/2 - 5/7	3	03/12/18 - 3/26/18	Net 60	4/30/18	4/23/18	3/26/18	6/13/18
	MOTHER'S DAY	5/13/18	4/2 - 5/14	112	03/12/18 - 3/26/18	Net 60	5/7/18	4/30/18	4/2/18	6/13/18
GRD	GRADUATION	n/a	4/2 - 9/1	83	03/12/18 - 3/26/18	Net 60	6/8/18	6/1/18	5/7/18	9/14/18
SP3	FATHER'S DAY	6/17/18	5/14 - 6/18	77	04/23/18 - 5/7/18	Net 60	6/8/18	6/1/18	5/7/18	7/17/18
Sum	SUMMER PROMO	n/a	June - Sept	TBD	05/23/18 - 06/01/18	Net 60	6/25/18	6/18/18	6/18/18	n/a
Fall	ROSH HASHANAH	9/10/18	8/3 - 9/12	4	7/16/18 - 7/27/18	Net 60	9/3/18	8/27/18	7/30/18	12/21/18
	BOSS'S DAY	10/16/18	8/3 - 10/17	4	7/16/18 - 7/27/18	Net 60	10/9/18	10/2/18	9/4/18	12/21/18
	HALLOWEEN	10/31/18	8/3 - 11/1	40	7/16/18 - 7/27/18	Net 60	10/24/18	10/17/18	9/19/18	12/21/18
	THANKSGIVING	11/22/18	8/3 - 11/23	18	7/16/18 - 7/27/18	Net 60	11/15/18	11/8/18	10/11/18	12/21/18
Christmas	HANUKKAH	12/3/18	10/4 - 12/11	4	10/1/18 - 10/22/18	Net 60	11/26/18	11/19/18	10/22/18	2/1/19
	CHRISTMAS COUNTER	12/25/18	10/4 - 12/26	144	10/1/18 - 10/22/18	Net 60	12/18/18	12/11/18	11/13/18	2/1/19
	CHRISTMAS BOXED	12/25/18	10/6 - 12/26	TBD	10/1/18 - 10/22/18	Net 60	12/18/18	12/11/18	11/13/18	n/a
	NEW YEARS	1/1/19	10/4 - 1/2	4	10/1/18 - 10/22/18	Net 60	12/21/18	12/14/18	11/20/18	2/1/19
ED	EVERYDAY	Periodic releases throughout the year				Net 30				

* Jewish holidays show first full day of holiday



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\$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
\$4.99	\$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

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\$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
\$5.99	\$5.99	\$6.99	\$6.99	2 cards
\$6.49	\$6.49	\$7.49	\$7.49	2 cards
\$6.99	\$6.99	\$7.99	\$7.99	2 cards
\$7.99	\$7.99	\$8.99	\$8.99	2 cards
\$0.99	\$1.95	\$1.49	\$2.91	3 cards
\$1.99	\$2.99	\$2.75	\$4.13	3 cards
\$2.29	\$3.44	\$3.29	\$4.94	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

*not all price points are available in every season.

Product Availability

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- 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 & Luxembourg
- N North America Only
- O Restricted from Korea
- P Restricted from Russia
- R Restricted from United Kingdom, Benelux & Ireland
- S Restricted from Aus, NZ, UK, South America & Africa
- U US Only
- W Products Available Worldwide
- Y Restricted from China
- Z North America, Australia & New Zealand Only

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
Journals	\$2.99	\$1.50	\$3.99	\$2.00	1 Journal
	\$3.99	\$2.00	\$4.99	\$2.50	1 Journal
Boxed Notes	\$4.99	\$7.49	\$6.29	\$9.44	3 Boxes
	\$4.99	\$2.50	\$5.99	\$3.00	1 Box
	\$9.95	\$4.98	\$10.95	\$5.48	1 Box
	\$9.99	\$5.00	\$10.99	\$5.50	1 Box
	\$14.99	\$7.50	\$19.99	\$10.00	1 Box
	\$20.00	\$10.00	\$27.00	\$13.50	1 Box
Note Pads	\$25.00	\$12.50	\$30.00	\$15.00	1 Pad
Agendas	\$25.00	\$12.50	\$30.00	\$15.00	1 Agenda
Boxed Christmas	\$9.99	\$5.00	n/a	n/a	1 Box
	\$14.99	\$7.50	n/a	n/a	1 Box
CMAS Hang Packs	\$6.99	\$3.50	\$7.99	\$4.00	1 Pack

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