



2011 Plant Label Options

The Perennial Farm offers customized plant labeling/pre-pricing options on our popular yellow tags to be included in each pot at no additional charge. If you would like to participate in our pre-pricing tag program, please complete the following information and return it to us **NO LATER THAN 2/18/11**.

Note: These options are also available via email in an Excel .xls format. If you have any questions or concerns, please do not hesitate to call us. Tel: 410-592-6106 or Fax: 410-592-8338

Step #1 (Tell us about you)

Information Section: Please complete the following for all options

Company: _____

Contact: _____ e-mail: _____

Address: _____

Phone: _____ Fax: _____

Cell Number: _____

Step #2 (Choose your labeling option)

Check the appropriate boxes:

Choose what will appear on your Yellow Tag **OR** Color Picture Sticky Label

Customer Name SKU Price UPC

Option #1: Stay with last years pricing, without any changes. We can add new plant material to your program at no cost.

Option #2: Select from **Standard Markups** of 200% - 300%.

Choose an option (check box) Option 200 Option 225 Option 250 Option 275 Option 300

Option #3: Select your own standard markups using **Simplified Short Form**

Option #4: Customized pre-pricing for everything we grow. **If you require SKU's**, you must pick this choice. A spreadsheet will be emailed to you upon request.

Note: Yellow Tag and Color Picture Sticky Labels include plant botanical name, pot size and common name

Option #2

**** 2011 Price Points - Standard Markups****

Wholesale Price	200% Markup	Option 200	225% Markup	Option 225	250% Markup	Option 250	275% Markup	Option 275	300% Markup	Option 300
\$0.78	\$1.56	\$1.99	\$1.76	\$1.99	\$1.95	\$1.99	\$2.15	\$2.99	\$2.34	\$2.99
\$1.99	\$3.98	\$3.99	\$4.48	\$4.99	\$4.98	\$4.99	\$5.47	\$5.99	\$5.97	\$5.99
\$2.25	\$4.50	\$4.99	\$5.06	\$5.99	\$5.63	\$5.99	\$6.19	\$6.99	\$6.75	\$6.99
\$2.95	\$5.90	\$5.99	\$6.64	\$6.99	\$7.38	\$7.99	\$8.11	\$8.99	\$8.85	\$8.99
\$3.75	\$7.50	\$7.99	\$8.44	\$8.99	\$9.38	\$9.99	\$10.31	\$10.99	\$11.25	\$11.99
\$3.95	\$7.90	\$7.99	\$8.89	\$8.99	\$9.88	\$9.99	\$10.86	\$10.99	\$11.85	\$11.99
\$4.95	\$9.90	\$9.99	\$11.14	\$11.99	\$12.38	\$12.99	\$13.61	\$13.99	\$14.85	\$14.99
\$5.95	\$11.90	\$11.99	\$13.39	\$13.99	\$14.88	\$14.99	\$16.36	\$16.99	\$17.85	\$17.99
\$6.95	\$13.90	\$13.99	\$15.64	\$15.99	\$17.38	\$17.99	\$19.11	\$19.99	\$20.85	\$20.99
\$7.95	\$15.90	\$15.99	\$17.89	\$17.99	\$19.88	\$19.99	\$21.86	\$21.99	\$23.85	\$23.99
\$8.95	\$17.90	\$17.99	\$20.14	\$20.99	\$22.38	\$22.99	\$24.61	\$24.99	\$26.85	\$26.99
\$9.95	\$19.90	\$19.99	\$22.39	\$22.99	\$24.88	\$24.99	\$27.36	\$27.99	\$29.85	\$29.99
\$12.95	\$25.90	\$25.99	\$29.14	\$29.99	\$32.38	\$32.99	\$35.61	\$35.99	\$38.85	\$38.99
\$16.95	\$33.90	\$33.99	\$38.14	\$38.99	\$42.38	\$42.99	\$46.61	\$46.99	\$50.85	\$50.99
\$19.95	\$39.90	\$39.99	\$44.89	\$44.99	\$49.88	\$49.99	\$54.86	\$54.99	\$59.85	\$59.99
\$20.95	\$41.90	\$41.99	\$47.14	\$47.99	\$52.38	\$52.99	\$57.61	\$57.99	\$62.85	\$62.99
\$29.95	\$59.90	\$59.99	\$67.39	\$67.99	\$74.88	\$74.99	\$82.36	\$82.99	\$89.85	\$89.99
\$39.50	\$79.00	\$79.99	\$88.88	\$88.99	\$98.75	\$98.99	\$108.63	\$108.99	\$118.50	\$118.99
\$42.95	\$85.90	\$89.99	\$96.64	\$96.99	\$107.38	\$107.99	\$118.11	\$118.99	\$128.85	\$128.99

We have rounded up the price in each category to the next \$0.99

i.e. cost of \$2.95 markup will yield \$5.90, rounded up to \$5.99

Option # 3

****Simplified Short Form****

Select your own Standard Markups

PLEASE CHOOSE YOUR RETAIL PRICE FOR EACH VALUE GIVEN			
WHOLESALE COST	RETAIL PRICE	WHOLESALE COST	RETAIL PRICE
4" POT \$ 1.99		# 1 \$ 3.75	
4" POT \$ 2.25		# 1 \$ 3.95	
4" POT \$ 2.95		# 1 \$ 4.95	
4" POT \$ 3.95		# 1 \$ 5.95	
4" POT \$ 4.95		# 1 \$ 6.95	
4" POT \$ 5.95		# 1 \$ 7.95	
		# 1 \$ 8.95	
1 QUART \$ 2.25		# 1 \$ 9.95	
1 QUART \$ 2.95			
1 QUART \$ 3.75		# 2 \$ 4.95	
1 QUART \$ 3.95		# 2 \$ 5.95	
1 QUART \$ 4.95		# 2 \$ 6.95	
1 QUART \$ 5.95		# 2 \$ 7.95	
		# 2 \$ 8.95	
6" PAN \$ 7.95		# 2 \$ 9.95	
		# 2 \$12.95	
4 QUART \$ 4.95			
4 QUART \$ 5.95		#3 \$ 8.95	
4 QUART \$ 6.95		#3 \$ 9.95	
4 QUART \$ 8.95		#3 \$12.95	
4 QUART \$ 16.95		#3 \$19.95	
50 FLAT \$ 20.95		# 5 \$12.95	
50 FLAT \$ 29.95		# 5 \$19.95	
50 FLAT \$ 39.50			
100 FLAT \$ 20.95			
Econopak \$ 42.95			