



March 2019

Dear Noritake Customer,

I hope the year has started well for you. Enclosed in this mailing you will find new price books, Noritake's Retail Price Protection Policy, updated for spring, drop ship program information, information on new introductions and changes to existing product.

A new season means new patterns and products and new opportunities to enhance your Noritake sales and registries. We have made some price changes to the Colorwave Collection effective May 1, 2019. The Wholesale Cost and Special Retail for the place settings and components have been adjusted. These price changes to the components will aid in mix and match selling. The MSRP for all Colorwave items has also been amended to reflect 50% of suggested retail price.

In formal dinnerware there are four new additions, three in porcelain; City Dawn, Linen Road, and Rochester Platinum and one in bone china, Haku. Consumers looking for something new in casual won't be disappointed. Introducing, The Colortex Collection, a distinctly modern grouping of dinnerware, available in four exterior colors (black, grey, taupe and white), showcasing a glossy pebble texture against a bright-white glazed interior. Expanding our options in serveware are Hammock Glass and Hammock Wood.

Please note that PDF versions of these documents are downloadable and ready to print along with sell sheets on all patterns on the B2B website.

The monthly B2B specials continue to grow in popularity. Information on these specials are available on the B2B homepage and are also emailed to registered B2B users. Along with access to our monthly specials, registering for our B2B website gives you access to both general product information and information specific to your account as it becomes available. This includes:

- **Announcements, images and pricing of new product introductions.**
- **Up-to-date information on the status of patterns and items.**
- **Updated list of patterns subject to Noritake's Retail Price Protection Policy.**
- **Downloadable and printable PDF of the current price books.**
- **All available promotional information and pricing at a glance.**
- **Current status of your purchase orders.**
- **The ability to check stock levels in our warehouse.**
- **The ability to enter your purchase orders 24/7 at the best pricing.**
- **Automatic shipping notifications the same day via e-mail.**
- **Photo images of the individual items and patterns.**
- **Your accounts payable data.**
- **Site customization allowing specific employees to have access for order entry and/or checking the accounts status.**

For registration, please contact customer service at (800) 888-0507.

Thank you for your partnership.

Sincerely,

Jay Fingert

Jay Fingert
Senior Vice President
Noritake Co., Inc.