



March 2019

Dear Authorized Noritake Dealer,

This letter will serve as notice of Noritake's unilateral policy concerning the pricing of certain patterns.

At Noritake, we have devoted ourselves to producing the finest quality tableware products available at fair and reasonable prices. We have also dedicated our efforts to building an excellent reputation with our chosen dealers and a highly respected brand image with the consumer. To maintain this reputation and to continue in this direction, we have determined that it is necessary to enact certain pricing policies.

Our suggested prices are based on what we feel to be the true value of our products and reflect a fair price to the consumer at a reasonable mark-up for our retail dealers. It is with this in mind that Noritake formally announces its policy for our retail dealers with regard to the pricing of certain patterns. (See list on opposite side of this letter).

Any retailer who discounts below the minimum prices detailed on the schedule on the reverse side of this letter risks (1) losing advertising support, (2) losing drop-ship privileges, and (3) being terminated without notice from selling Noritake products.

Note that Noritake will allow pricing up to five cents (\$.05) below the specified suggested retail prices to accommodate \$**.95, \$**.99 etc. price ticketing.

EXEMPTIONS:

1. Commercial Business – Goods sold not for resale, as for institutional or food service use, the military, incentive programs, etc.
2. Special promotions as agreed upon with Noritake including gifts-with-purchase, "try me", employee sales, bridal fulfillment programs, etc. **Please note** that these exemptions may not be advertised as promotional price points or percentage discounts in excess of the restricted maximum discount allowed, **unless initiated by or approved by Noritake.**
3. Products discontinued or scheduled to be discontinued by **Noritake.**

Please note that this is a corporate determination on the part of Noritake. Employees of Noritake will not discuss the policy beyond a statement of its terms. Noritake will strictly construe this policy at the corporate management level. Any dealer who chooses not to comply with this unilateral policy may be terminated, without notice, for the product line in question. This policy, at this time, applies only to those specific patterns listed on the reverse side of this letter.

This policy, as stated in this letter, is a unilateral statement of the terms upon which Noritake will do business. Noritake does not seek and will not accept dealer agreement to this policy.

It is the purpose of this policy to protect the interests of both our dealers and ourselves and to continue to build on the success of our brand image. It is with this in mind that we are determined to build a stronger, healthier business partnership with our retail dealers.

Sincerely,

Jay Fingert

Jay Fingert
Senior Vice President
Noritake Co., Inc.

Spring 2019 Retail Price Protection Policy

(Minimum Price Points)

Pattern Name	Place Setting
Alluring Fields	140.00
Austin Platinum*	60.00
Ayaminamo**	Non-promotional
Brocato	90.00
Cher Blanc Round	90.00
Cher Blanc Square	100.00
Colorscapes Collection*	50.00
Colorwave Collection	Effective Feb 1 - 40.00 Effective May 1 - 50.00
Colorwave Flatware 5 pps	30.00
Colorwave Flatware 20 pc set	120.00
Colorwave Glassware S/4	40.00
Crestwood Cobalt Platinum*	75.00
Crestwood Gold / Platinum*	60.00
Georgian Palace**	Non-promotional
Georgian Turquoise**	Non-promotional
Golden Wave	90.00
Golden Wave Chocolate	100.00
Hana Ginsai Yuri**	Non-promotional
Hana Kinsai Yuri**	Non-promotional
Imperial Suite**	Non-promotional
Jubliant Days Gold	120.00

Pattern Name	Place Setting
Jubliant Days Platinum	120.00
Jubliant Nights Gold	120.00
Jubliant Nights Platinum	120.00
Marc Newson	30% off open stock
Montvale Platinum*	100.00
Noble Ensemble Gold	200.00
Noble Ensemble Platinum	200.00
Odessa Gold	100.00
Odessa Platinum	100.00
Odessa Cobalt Gold	120.00
Odessa Cobalt Platinum	120.00
Platinum Wave – 5 pc. Rnd*, 4 pc. Sq*, 5 pc. Sq.	90.00
Platinum Wave Ebony	100.00
Platinum Wave Indigo	100.00
Regina Platinum*	60.00
Summit Gold	100.00
Summit Platinum	100.00
Sweet Leilani*	60.00
Ventina	90.00
Wabana**	Non-promotional

Colorwave Bloom is no longer included in our retail price protection policy.

1. 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. The MSRP for all Colorwave items has also been amended.
2. Patterns listed with an asterisk (*) have special pricing offers. Contact your Noritake representative for details.
3. Noritake special offer pricing will overwrite the RPP.
4. Open stock dinnerware pricing is protected at a maximum of 30% off the regular price, unless otherwise noted.
5. Patterns listed with two asterisks (**) are non-promotional and should be sold at Regular Suggested Retail.
6. Noritake reserves the right to add or delete patterns at any time.