

# MONEYMAKERS

*Product facts, updates, and ideas to help increase sales.*

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Volume 1

## **MOST OFTEN ASKED QUESTIONS & ANSWERS ABOUT OUR ITALIAN POTTERY PALLET PROGRAM**

### ***Q. Is the pottery frost proof?***

A. It is highly FROST RESISTANT. No pottery is absolutely frost proof, but our Italian pottery is as close as it gets. The pots are made with the finest Italian clay and high fired for long periods to make them virtually unbreakable in cold weather. To insure no breakage, the pot must be elevated off the ground at least one inch for proper drainage.

### ***Q. Why do I have to buy an entire pallet?***

A. If we sold each piece separately, the pots would be far more expensive. By eliminating the labor and materials to pack each pot in a box, by nesting the pieces and stacking them 7 feet high on a pallet, and by moving them through our warehouse without having to pull and pack, we are able to reduce prices by 50 to 65%.

### ***Q. Where are the pots made?***

A. They are made in Montelupo, Italy, a small town in Tuscany near Florence where artisans have been making fine Italian pots for over 100 years.

### ***Q. How are the pots made?***

A. They are made by hand, one at a time, using molds. If the pot has garlands, lemons or other decorations, the decorations are made in a separate mold and attached by hand to the pot. That is how the high level of detail is achieved and distinguishes these pots from a cheaper pot stamped out by a machine with the design built into the mold.

### ***Q. What is the difference between your pots and pots from Imprunetta, Italy?***

A. Imprunetta is a small village near Florence known for making The finest Italian terra cotta pottery. Only pots made within the defined area may be stamped "Imprunetta", as in the wine industry, where you cannot say your wine is from a specific region unless it is. Imprunetta is to pottery as Napa Valley is to wine.



Our pots from Montelupo (about five miles away) are comparable in quality, in terms of resistance to frost, color, design and detail. Put side by side, some buyers prefer the Imprunetta look (a slightly more granular finish), some prefer the Montelupo look. Other buyers cannot tell the difference. Both are beautiful.

The biggest difference is that the Imprunetta pots cost from two to four times more than ours.

**Q. How do I know I am getting a good price?**

A. We encourage you to check our competition. We don't think you will find comparable products for less than twice the price. When we realized that we could sell more pots than our Montelupo factory could make, we searched throughout Tuscany for additional sources. We could not find another factory providing the same combination of quality and value. We believe we are the first company to make fine Italian terra cotta available at affordable prices.

**Q. How much is the freight?**

A.

<b>Pallet shipping charges.</b>							
PG	SEC	ITEM#:	COST:	UN:	Weight LBS	Vancouver	Victoria
51	a	A1224PAL	4595.00	105	1,242	\$73.75 \$214.80	\$249.12 \$359.23
52	a	A0710PAL	3000.00	104	2,064	\$93.25 \$300.52	\$353.44 \$514.51
53	a	A0719HPAL	1300.00	72	1,058	\$66.25 \$185.60	\$214.64 \$307.81
54	a	A0706PAL	2625.00	76	1,800	\$92.50 \$287.80	\$335.32 \$487.78
55	a	A0708PAL	2735.00	100	1,058	\$66.25 \$185.60	\$214.64 \$307.81
56	a	A0707PAL	3280.00	74	2,064	\$93.25 \$300.52	\$353.44 \$514.51
57	a	A0709HPAL	1575.00	80	1,058	\$66.25 \$185.60	\$214.64 \$307.81
58	a	A0705PAL	2500.00	48	1,800	\$92.50 \$287.80	\$335.32 \$487.78

**Q. What if a pot breaks in transit?**

A. DO NOT REFUSE DELIVERY Call customer service and we will give you a full credit. We would rather have you keep the good pots and give you credit for the damaged ones.

**Q. How do I know the price of each pot?**

A. We sticker each pot with a SKU number and send you a breakdown of your cost for each pot that is included with the pallet.

**Q. Do I get any material to help explain the benefit of these wonderful pots?**

A. Yes, the pallet will include two laminated sheets with a picture of pots covered with ice and an explanation of the benefits of fine Italian pottery.

**Q. Can a small store handle a pallet or is it just for nurseries?**

A. We have sold pallets to 800 square foot stores. The pallet only takes up 16 square feet and the pots can be sold directly from the pallet. Be sure to ask for inside delivery when you order.

**Q. When do I have to order?**

A. The factory has limited capacity. To guarantee spring delivery, you should order in the fall. Last year, early spring deliveries were sold out by October and late spring deliveries were sold by mid January. We may sell out even sooner this year as the word spreads.



For more information, comments, or additional questions you would like us to answer, give us a call at 800 859-5081