



Seating Trade-In Promotion

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Haworth is pleased to introduce the Best Seat in Town seating trade-in promotion. The goal of this promotion is to help Haworth dealers and field sales members secure new seating business.

- The seating trade-in promotion gives customers the opportunity to recycle their old tired chairs from any manufacturer and receive a rebate towards new Haworth chairs.
- The promotion works on a one chair trade-in to one chair purchased basis and is only available for task seating.
- Offer available through August 31, 2010.
- Seating trade-in only applies to new customers. New Haworth seating customers are defined as those customers that have not purchased more than \$5,000 of Haworth seating since 2005.

Eligible Chairs and Credit Amount:

Task Chair Purchased	Trade-In Credit
Zody® Task	\$50
X99® Task (not including advanced seminar)	\$50
Improv® TAG	\$50
Improv SE	\$50
Improv HE	\$50
Improv Task	\$50
Look® Task	\$30

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Discount Structure:

Preferred/Standard Leadtime	Authorized/Standard Leadtime
Zody Family: 50/10/15	Zody Family: 50/10/10
X99 Task: 50/10/25	X99 Task: 50/10/20
Improv Family: 50/10/35	Improv Family: 50/10/30
Look Task: 50/10/40	Look Task: 50/10/35

As a Haworth dealer, it is up to you to set the sell price. The trade-in credit must be passed on to the customer and shown on the dealer acknowledgement to the customer. An example of how a dealer may consider pricing this to a new customer is as follows:

Improv TAG list price (F235-2941)	\$ 1,111
Dealer net (50/10/35)	\$ 325
Dealer margin (15% for example)	\$ 58
Customer sell price before trade-in	\$ 383
Customer sell price after \$50 trade-in	\$ 333

PA #'s

G101002 = PREFERRED DLR (DOM/MEX)

G101003 = AUTHORIZED DLR (DOM/MEX)

G101004 = PREFERRED DLR (CAN)

G101005 = AUTHORIZED DLR (CAN)

G101006 = PREFERRED DLR (INT) - CIF

G101007 = AUTHORIZED DLR (INT)- CIF

The process for receiving credit is as follows:

1. Place an order through PROPOSAL against the appropriate price agreement.
2. Fill out the online form at www.haworth.com/tradein. This will generate an email to your Business Development Director and Business Resource Center that will approve the order.
3. Once approval is given, submit your order for processing. Be aware that the order will go on review to apply the appropriate credits.

Basic Requirements:

- Promotion applies to new customers only. New customers are defined as customers that have ordered less than \$5,000 SDW of seating from Haworth since 2005.
- Orders must be placed against the Promotional Price Agreement with applicable discounts only.
- Online approval form must be completed and submitted prior to order acknowledgement.
- Rebate of \$50 towards the purchase of Zody Task, X99 Task and Improv family of task seating (Standard, H.E., S.E., and TAG). Rebate of \$30 towards a new Look task chair.

For a list of all rules and regulations, please see dNet.

What do I do with the old chairs?

You may sell, donate, or recycle the traded-in chairs through local sources or go to dNet to find more resources, suggestions, and contacts.

Questions?

Order status – contact your customer service representative.

Approval status Dealers – contact your BDM/BDD

Approval status Haworth Field Members – Renee Visser
renee.visser@haworth.com

Promotion questions – promotions@haworth.com

