

Ek COMMANDO KNIFE COMPANY  
601 NORTH LOMBARDY STREET  
RICHMOND, VIRGINIA 23220  
U.S.A.

DEALER PRICE LIST  
1 JULY 1991

TOLL-FREE ORDERS: 1-800-468-5575  
TELEPHONE: 1-804-257-7272  
FACSIMILE: 1-804-358-2179

A Special Note:

Because we know that your customers like to "mission-tailor" a blade style to fit his specific need, Ek Commando Knives offer you four basic blade styles: a single-edge and double-edge "Commando" style (#3 blade and #4 blade respectively) and a single-edge and double-edge "Bowie" style (#5 blade and #6 blade respectively). The model codes in the price list feature a suffix indicating the specific blade styles.

And, because how a knife feels in your hand makes all the difference in the world to your customers, Ek Commando Knives offer you a variety of hilt options, indicated by the prefix in the model code. Please see the catalog for further information about Ek's hilts and blade styles.

WHOLESALE PRICES  
1 July 1991

Please review the catalog for a detailed description of the products. These prices supersede all others and may change without notice. Only verifiable bonafide stocking dealers may buy at the wholesale prices below. No minimum order requirement.

<u>Model Code</u>	<u>Wholesale</u>	<u>Sugg. Retail</u>
DP-3	\$ 77	\$129
DP-4	77	129
DP-5	89	149
DP-6	89	149
JP-3	\$ 77	\$129
JP-4	77	129
JP-5	89	149
JP-6	89	149
S/F-3	\$ 71	\$119
S/F-4	71	119
S/F-5	83	139
S/F-6	83	139
SWAT-3	\$ 71	\$119
SWAT-4	71	119
SWAT-5	83	139
SWAT-6	83	139
G-3	\$101	\$169
G-4	101	169
G-5	113	189
G-6	113	189
M-3	\$ 96	\$159
M-4	96	159
M-5	108	179
M-6	108	179
OAK-3	\$ 96	\$159
OAK-4	96	159
OAK-5	108	179
OAK-6	108	179
STAG-3	\$179	\$299
STAG-4	179	299
STAG-5	192	319
STAG-6	192	319
SECRET AGENT BOOT	\$ 47	\$ 79
DESERT BOOT	53	89

(OK to substitute web boot sheath for leather boot sheath.)

WHOLESALE PRICES (CONTINUED)  
1 July 1991

<u>Model Code</u>	<u>Wholesale</u>	<u>Sugg. Retail</u>
AUSTRALIAN COMMANDO	\$114	\$189
WARRIOR	41	69
DESERT WARRIOR	41	69
THROWER W/ SHEATH	\$ 47	\$ 79
3-THROWER SET W/ SHEATH	132	219

H.G. Long & Co. Knives - (Exclusive Worldwide Distributor)

SLEEVE DAGGER	\$ 69	\$ 99
LAPEL DAGGER	35	59
THUMB DAGGER	29	49
V-42	113	189
F-S (2ND PATTERN)	107	179
(Add \$21 to wholesale price to substitute Parasheath.)		
PARASHEATH (sheath only)	35	59
RAIDER STILETTO	113	189
BC-41	101	169

Extra Sheaths -

BLACK LEATHER	\$ 29	\$ 49
BROWN LEATHER	29	49
OD WEB	15	24
BLACK WEB	15	24
TAN WEB	15	24
BLACK WEB BOOT SHEATH	17	29
TAN WEB BOOT SHEATH	17	29
(OK to substitute web boot sheath for leather boot sheath.)		

Gift Shop -

T-SHIRT	\$ 9	\$ 15
CAP	8	12
BELT	8	12
MINI CARE KIT	9	15
YSP BOOKLET	2	4
GET TOUGH! BOOKLET	2	4
Ek PATCH	3	5
Ek PATCH (50TH ANNIV.)	3	5
MURPHY PATCH	3	5
INDIVIDUAL DISPLAY	35	59

Murphy Combat Knife Company Knives - (Exclusive Worldwide Distributor)

WWII COMBAT (DAVE MURPHY)	\$101	\$169
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WHOLESALE PRICES (CONTINUED)

1 July 1991

<u>Model Code</u>	<u>Wholesale</u>	<u>Sugg.Retail</u>
"Dealer-Direct" Merchandising Aids -		
MULTI-KNIFE DISPLAY CABINET	\$113	\$189
COUNTER CARD	2	3
100 CATALOGS W/ DISPLAY	29	49
Ek POSTER	4	7
Ek Custom Shop Services -		
Etching	\$ 9	\$ 15
Engraving	11	19
Bead blasting	17	29
Blackening	23	39
Bench Time	29	49

## HOW TO ORDER

For your ordering convenience, Ek has installed a toll-free order line: 1-800-468-5575 (for all other business please call 1-804-257-7272). Our fax number is 1-804-358-2179. When ordering by fax, please do not send a follow-up confirming order as doing so may cause order duplication. If more convenient, feel free to mail your order to the Ek Commando Knife Company, 601 North Lombardy Street, Richmond, Virginia, 23220.

The Ek Sales Manager and Customer Service Representatives are anxious to help you. This is no ordinary "order taking" department, rather a full-service, specially-trained department ready to help you with questions about terms, delivery dates and, most importantly, expert buying and merchandising advice. Ek Customer Service Representatives enjoy extending professional, personalized service to our dealers. Select a Customer Service Representative that you like, let them get to know your business, and work with them on an on-going basis to make Ek the best-selling brand of knives that you carry.

Although the Ek Commando Knife Company does not employ outside field sales representatives, Ek's General Manager and its Sales Manager enjoy going out in the field to visit dealers, worldwide. If you would like a personal visit, please request one.

## SALES AND DISTRIBUTION

As America's finest military knives, Ek prefers to sell its products only through the finest dealers. Ek accepts requests for dealerships according to the sales potential of the dealer's market area so that each dealer can attain a fair and significant share of the demand for Ek Knives in the dealer's locale.

Dealers are encouraged to join Ek's free "Dealer-Direct" Program. Then, each time that you call a Customer Service Representative "Dealer-Direct" to place an order, you get point-of-purchase merchandising support (displays, counter cards, catalogs, decals, patches and more) to go along with it. In many cases, you get this support absolutely free. You also get a free subscription to the "Ek Business Letter," a monthly newsletter with the latest on knife delivery, cost savings, special promotions and other information which can help you make more money selling Ek Knives.

The Ek Commando Knife Company insists that distributors who sell to dealers have the financial and marketing capability to inventory, promote and sell Ek products at a significant volume level becoming a distributor. And, they must only sell Ek Knives to bonafide dealers (the Ek Commando Knife Company will only sell to "part-time" dealers at 15% off suggested retail; distributors should adhere to this and all other Ek policies concerning the sales and distribution of Ek products). Furthermore, distributors are selected on the assumption that they offer new market potential for Ek products.

## PAYMENT AND TERMS

Payment may be made by cash, check, money order, Visa, Mastercard, American Express or COD (\$5 COD charge). Credit accounts are handled through Ek Customer Service Representatives. Terms are 30 days net from date of invoice. Complete one of our credit applications or send our Representative a signed statement of your bank information and cutlery trade references. A service charge of 1-1/2% per month (18% APR) is applied to overdue accounts; any other deliveries are delayed until overdue accounts are paid).

## SHIPPING

All orders are shipped FOB Richmond. Freight charges are generally pre-paid and added to your invoice (larger orders may be shipped freight collect). You will be notified if there will be a delay in delivery. We reserve the right to divide your order and back-order a portion of it, if necessary, so please ask when ordering if it will all be shipped at one time. UPS is used wherever possible. Requests for U.S. Mail will require an additional handling charge. Next Day Air, Second Day Air and Federal Express shipments are made upon request.

## EXPORTATION

Foreign customers are required to pre-pay or use irrevocable letters of credit. Pro-forma invoices including delivery quotes are sent upon request. Any bank charges are incurred by the customer. Please take note that the exportation of Ek products to the United Kingdom, France, Germany, Italy, Austria and Switzerland is strictly prohibited without the express written approval of the Ek Commando Knife Company.

## CO-OP ADVERTISING

A generous co-op advertising program is now in effect for selected dealers and distributors. Agreements as to co-op programs are handled on a customer-by-customer basis for customers who wish to participate in an aggressive individual-product or combined-product promotional campaign. Co-op is generally reserved programs which offer large volume potential. Please contact the Ek General Manager for details.

## RETURNS, SERVICE AND PARTS

The Ek Commando Knife Company guarantees its products to be free from defects in materials and workmanship. Defective merchandise returns are accepted only with authorization from the Ek Sales Manager or a Customer Representative. Call (804) 257-7272 to request authorization and, once this has been received, carefully package the product and send it back with a brief note referencing the name of the Ek Representative who authorized the return and the reason for the return. COD, freight-collect and any unauthorized return will be refused and returned at dealer's expense. (Saleable merchandise returns are accepted only for exchange and require a 10% refurbishing, repackaging and restocking charge.) Ek "Custom Shop" orders cannot be returned for any reason.

## EXTRA-PROFIT DISCOUNTS

Many dealers can qualify for Ek's "Extra-Profit Discounts." Dealers should discuss with the Ek Sales Manager or an Ek Customer Representative which plan will accord the greater potential discount--for added profits. The discount plans listed below are applied to wholesale prices. Extra-profit discounts are only applied to those invoices which are paid according to stated terms on the invoice.

1. "EARLY-PAY DISCOUNT" - Available to all cutlery and sporting goods dealers. Based upon invoice date.

1%	10 days
2%	advance payment

2. "CUTLERY DEALER DISCOUNT" - Available only to verifiable stocking dealers who mainly sell cutlery and derive revenue mainly from one or more walk-in retail stores open to the public during normal shopping hours. Requires approval of the Ek Sales Manager.

5%            automatic discount on all purchases

3. "EXPORT DISCOUNT" - Available to all cutlery and sporting goods dealers and distributors outside of the United States. Contact Ek Sales Manager for more details; requires approval of the Ek Sales Manager.

4. "DISTRIBUTOR DISCOUNT" - Available only to selected distributors. Must provide sufficient and verifiable reputation and data which would support a discount relative to a large order volume, new market potential and sales to stocking dealers (not consumers). Must be willing to abide by all Ek policies concerning the sale and distribution of Ek products. Contact Ek Sales Manager for more details; requires approval of the Ek Sales Manager.