



# Our Stock Ready program provides benefits all year long

## Are you Stock Ready?

Team up with Signify in 2021 and take advantage of our new benefits that will help you stock and sell.



## How to Enroll



Speak to your Signify Sales Representative about consolidating your 2021 stock purchases with Signify



Place your Q1 buy-in order to leverage Stock Ready program benefits and start the year on track to maximize incentives



Leverage our marketing tools to ensure inventory sell through



Register for communications and exclusive program offers: <https://www.signify.com/en-us/support/stock-partner-program>

Orders must be clearly marked with "READYTOGO" and sent to [promotion.order@signify.com](mailto:promotion.order@signify.com) or entered via EDI/MyLighting.

\* Free freight on stock ready luminaires lower freight minimums on stock ready non-luminaire products.

Terms and Conditions apply. Please see the official Terms and Conditions for eligibility, participation requirements, and restrictions - <https://www.assets.signify.com/is/content/Signify/Assets/philips-lighting/united-states/20201120-stock-ready-program-terms-conditions.pdf>

# Description of Program Benefits

Saving opportunities, exclusive marketing support, and advanced portfolio updates

	Platinum	Gold	Silver
<b>Freight Minimums</b>	Free on Stock Ready luminaires \$250 for LED & conventional	Free on Stock Ready luminaires \$500 for LED & conventional	Free on Stock Ready luminaires \$1,000 for LED & conventional
<b>* Guaranteed Sale</b>	1 LED/luminaire return per quarter 1 conventional return per year	2 LED/luminaire returns per year 1 conventional return per year	1 return per year
<b>Price Change Reimbursement</b>	Within 60 days	Within 45 days	Within 30 days
<b>Where to Buy</b>	Yes	Yes	Yes
<b>Branch Welcome Kit</b>	Yes	Yes	—
<b>Marketing Support</b>	Digital library and custom materials	Digital library	Digital library
<b>Advance Delistment Notification</b>	60 days	60 days	60 days

Eligibility	Platinum	Gold	Silver
<b>Primary Stock Position</b>	Primary Stock Position with Signify in at least 2 categories (as shown below) >\$1,000,000.	Primary Stock Position with Signify in at least 1 category (as shown below) >\$750,000.	Primary Stock Position with Signify in at least 1 category (as shown below) >\$500,000.
<b>** Order Requirements</b>	Place stocking order in Q1 that is equivalent to at least 1/3 of your Q1 2020 stock purchases. Speak to your Signify Sales Rep for order value details.	Place stocking order in Q1 that is equivalent to at least 1/3 of your Q1 2020 stock purchases. Speak to your Signify Sales Rep for order value details.	Place stocking order in Q1 that is equivalent to at least 1/3 of your Q1 2020 stock purchases. Speak to your Signify Sales Rep for order value details.

Primary Stock Position Definitions by Category		
Conventional lamps or ballasts – Primary: >80%	LED lamps, drivers & EvoKits – Primary: >50%	Stock Luminaires – Primary: >35%

\* Return not to exceed 3% of prior year sales & offsetting order required.

\*\* Maximum 50% of the value of the buy-in order can be conventional lamps and ballasts.

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