



S19 K87 Promotion Order Form

Carhartt, Inc.
 5800 Mercury Drive
 Dearborn, MI 48126
 Phone: (800) 358-3825, Option 3
 Fax orders to: (313) 749-6597
 Email orders to: retailmarketing@carhartt.com

- PROMOTION ORDER DEADLINE IS OCTOBER 1, 2018
- PROMOTION PERIOD IS APRIL 17, 2019 – MAY 4, 2019
- PROMOTION IN-STORE SUPPORT – POS MATERIAL AVAILABLE TO SHIP APRIL 3, 2019
- AD SLICKS, RADIO SCRIPTS, DIGITAL BANNERS & J-CHANNELS WILL BE AVAILABLE ELECTRONICALLY ON CARHARTT'S MEDIA PORTAL, ADOBE SCENE ?

Order Date	S H I P	Name	Ship To Account No.	
Cancel Date		Street		
Ship Date (not to precede 04/3/19)		City	State	Zip Code
PO No.	S O L D	Name	Sold To Account No.	
Store Contact		Street		
Store Contact Phone No.		City	State	Zip Code
Email Address				
Special Instructions				

Customer Redeemable			
Qty.	Item No.	Description	Unit Cost
	MS87910	In Store POS: Men's Only – K87 2 FOR \$25, 25% OFF ALL SHORTS Support Materials: 22 X 28 posters, 24 x 8 rack signs, 11 x 7 rack signs	N/C
	WS87910	In Store POS: Men's & Women's – K87 2 FOR \$25, 25% OFF ALL SHORTS Support Materials: 22 X 28 posters, 24 x 8 rack signs, 11 x 7 rack signs	N/C
	MS87910A	In Store POS: Men's Only – K87 2 FOR \$25 Support Materials: 22 X 28 posters, 24 x 8 rack signs, 11 x 7 rack signs	N/C
	WS87910A	In Store POS: Men's & Women's – K87 2 FOR \$25 Support Materials: 22 X 28 posters, 24 x 8 rack signs, 11 x 7 rack signs	N/C
	MK87910	In Store POS: Men's Only – 25% OFF K87 & ALL SHORTS Support Materials: 22 X 28 posters, 24 x 8 rack signs, 11 x 7 rack signs	N/C
	WK87910	In Store POS: Men's & Women's – 25% OFF K87 & ALL SHORTS Support Materials: 22 X 28 posters, 24 x 8 rack signs, 11 x 7 rack signs	N/C
	MK87910A	In Store POS: Men's Only – 25% OFF K87 Support Materials: 22 X 28 posters, 24 x 8 rack signs, 11 x 7 rack signs	N/C
	WK87910A	In Store POS: Men's & Women's – 25% OFF K87 Support Materials: 22 X 28 posters, 24 x 8 rack signs, 11 x 7 rack signs	N/C
	K87910-0	Online Participation Only Retailer will be supporting online but will not need POS	N/C

Retailer Name Printed	Retailer Signature	Date
Sales Representative Name Printed	Sales Representative Signature	Date



2019 SPRING K87 NATIONAL PROMOTION

April 17 – May 4, 2019



PROMOTE OUR TOUGHEST T-SHIRTS AND GROW YOUR SHORTS BUSINESS WITH A FOCUS ON RUGGED FLEX® TECHNOLOGY.

MARKETING SUPPORT ORDER DUE DATE:
October 1, 2018

PRODUCT ORDER DUE DATE:
October 1, 2018

REQUESTED DELIVERY DATE:
March 1 – March 31, 2019

PARTNERSHIP INCENTIVE:
Receive a 10% partnership discount on select items shown on inside pages.

- CONSUMER INCENTIVE:**
- M/W K87 2 FOR \$25, 25% OFF ALL SHORTS
 - M/W K87 2 FOR \$25
 - 25% OFF M/W K87 & ALL SHORTS
 - 25% OFF M/W K87

Please see order form for marketing support.

2019 SPRING K87 NATIONAL PROMOTION

Eligible styles available to receive a 10% partnership discount

Style #K87
Men's Workwear Pocket
Short-Sleeve T-Shirt



NVY	BLK	HGY	BLS	DES	CRH
HTG	PRT	984	DKB	413	306
020	437	WHT	371	720	850
637	953	976	359	634	007

LIST	MAP/MSRP	AD LIST	AD MAP/MSRP (25%)	AD MAP/MSRP (2 FOR)	
\$9.00	\$16.99	\$8.10	\$12.74	\$25.00	Regular
\$10.50	\$19.99	\$9.45	\$14.99	\$29.00	Big & Tall

Style #103067
Women's Workwear Pocket
Short-Sleeve T-Shirt



001	034	412	643	100
992	950	939	976	

LIST	MAP/MSRP	AD LIST	AD MAP/MSRP (25%)	AD MAP/MSRP (2 FOR)	
\$8.50	\$16.99	\$7.65	\$12.74	\$25.00	Regular

Style #102514
Men's Rugged Flex® Rigby Short



039	232	918	412	217
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LIST	MAP/MSRP	AD LIST	AD MAP/MSRP	
\$18.00	\$29.99	\$16.20	\$22.49	Regular

Style #103542
Men's Rugged Flex® Rigby
Cargo Short



253	029	217	232
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LIST	MAP/MSRP	AD LIST	AD MAP/MSRP	
\$20.00	\$34.99	\$18.00	\$26.24	Regular

Style #102094
Women's Original-Fit Crawford Short



257	011
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LIST	MAP/MSRP	AD LIST	AD MAP/MSRP	
\$18.00	\$29.99	\$16.20	\$22.49	Regular