



2015



# Distributor Program

This printing supersedes all previous programs for price and program descriptions.

fm-001-0400 rev. N 7/2015

# Designed by boaters for boaters...



## ...since 1957!

Preferred Supplier



**Made in the USA**  
Uncasville, Connecticut



**BOMBARDIER**

**STEYRMOTORS**



**TOHATSU**  
Outboards

**HONDA**  
MARINE

**YANMAR**



**SUZUKI. Indmar**  
Marine Engines



**CATERPILLAR®**



**Crusader®**





Welcome to our Marine Distributor Program. In trying to stay ahead of your needs we again have enhanced our distributor program and product offerings. Our goal is to offer the highest quality product achievable at the most competitive prices.

Why Faria gauges? Faria supplies to over 300 of the leading boat builders, worldwide. Being boaters ourselves, and with years of experience manufacturing marine instruments we understand what it takes to respond to the needs of today's boater. Our in-house product design and development, component manufacture, and instrument assembly allows us to respond quickly to the market's needs.

As in the past we use a company wide Statistical Process Control (SPC) program, in our manufacturing process and as a control over our vendors, this allows us to maintain a consistently high quality standard. Faria is proud to be recognized as a registered ISO 9001-2008 company.

We are indeed proud of what we have been able to accomplish. In fact, we stand behind all of our marine instrumentation with a comprehensive Faria Limited Warranty. Of course our dedicated Customer Service Technical Experts stand ready to provide installation, technical and warranty assistance. Our web site [www.faria-instruments.com](http://www.faria-instruments.com) has all of the Technical Manuals available ready to download as well as other features ready to serve you. Our on-line warranties repair area has helped make our warranty assistance even better. Go to **warranty.faria-instruments.com**.

Our success however, depends on you and our commitment to you as a distributor of our excellent instrumentation. We are dedicated to a distributor relationship that provides our mutual customers with the very best in sales and service excellence. Welcome aboard and best wishes for a successful and profitable season.

Bob Chayrigues

**Faria® Marine Instruments**

Marine Aftermarket Sales

# Phone Directory

General Phone:	860.848.9271
FAX:	860.848.2704
Customer Service & Warranty Issues:	800.473.2742
Marine Aftermarket (FMI) Distributor Sales:	800.354.2001
Website:	<a href="http://www.faria-instruments.com">www.faria-instruments.com</a>

## **Jason Blackburn**

V.P. Sales & Marketing

ext. 1212

## **Marine Sales**

### **Frank Ahlbin**

Marine Sales Manager

[franka@faria-instruments.com](mailto:franka@faria-instruments.com)

ext.1303

### **Bob Chayrigues**

Aftermarket Sales

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ext.1262

### **John Alexopoulos**

Marine Sales

[johna@faria-instruments.com](mailto:johna@faria-instruments.com)

ext.1301

## **Sales Staff**

### **Monique Holdridge**

Sales Support

ext.1221

## **Customer Service & Warranty**

### **Jason Clark**

Customer Service Manager

800.473.2742

ext.1229

## **Accounting**

### **Thomas Ragion**

V.P. Finance

ext.1223

## **Order Processing**

### **Sam Fortes**

FMI Order Processing Supervisor

ext.1208

## **Marketing & Advertising**

### **Thomas Wedegis**

Marketing Coordinator

[thomasw@faria-instruments.com](mailto:thomasw@faria-instruments.com)

ext.1285

# *The Faria Advantage*

- Unsurpassed styling and design for all market segments
- Engineering innovation
- Quality dependable products
- Brand name recognition
- The best value in the marketplace
- Better margins to increase your profitability
- Volume-based pricing policy
- Special OEM boat builder bulk program
- No minimum order policy
- Prompt order processing
- The best warranty in the marine industry
- The choice of the World's leading boat manufacturers.

*Large enough to supply  
the world . . .*

*. . . Small enough for the  
keep the personal touch.*



# Here is what you can expect from the Thomas G. Faria® Corporation

- Quality innovative products.
- A wide variety both in styling and design.
- Competitive pricing policies.
- Direct mailing to dealers and distributors.
- An aggressive regional distributor program.
- Knowledgeable sales support.
- Marketing Assistance.
- Enough stock on hand to provide timely deliveries.
- Drop ship gauges to distributors and dealers.
- A commitment to expand the OEM boat builders market to ensure a greater population of Faria Instruments, domestically and internationally.
- We will back up all of our Marine instruments with a Faria Limited Warranty.
- A Customer Service Department staffed by technical experts.
- A web site on the internet to further our efforts in Customer Service.
- Responsive order processing.



# Distributor Qualifications and Commitment

Commitment is the corner stone of any prosperous relationship. As a Faria Marine Instruments distributor we ask that you make the following commitments;

- 1) You agree to inventory an adequate supply of gauges to support your market.
- 2) Catalog all Faria Marine Instruments and accessories.
- 3) Offer competitive pricing.
- 4) Work aggressively towards the sale and promotion of Faria Instruments.
- 5) Offer Dealers promotional support.
- 6) Maintain full-time professional sales representatives.
- 7) Follow-up all customer referrals.
- 8) Support Faria Marine Instruments.

## Distributor Annual Purchase Requirements

- Distributors must purchase at least \$5,000 to \$10,000 of product annually, and maintain a \$5,000 stock level to qualify for Distributor Pricing.
- Volume distributors must annually purchase \$10,000 or greater and maintain a \$10,000 stock level to qualify for Volume Distributor Pricing.



# Distributor Dating Program

Faria Marine Instruments' aggressive dating program provides numerous benefits to your valued customers. This flexible program allows you to select the program to coincide with you seasonally and also to set your own purchasing discount for the entire model year.

Act now and get the edge on your competition.

## Winter Dating Program

Place Order: August 01, 2014 to October 01, 2014  
Receive Shipment: October 01, 2014 to December 31, 2014  
(allow 60 to 90 days ARO)

Freight Policy: Prepaid US freight  
Payment Schedule: January 15, 2015 *First 1/3 Payment due*  
February 15, 2015 *Second 1/3 Payment due*  
March 15, 2015 *Balance due*

## Spring Dating Program

Place Order: October 01, 2014 to November 15, 2014  
Receive Shipment: January 01, 2015 to May 01, 2015  
(allow 60 to 90 days ARO)

Freight Policy: Prepaid US freight  
Payment Schedule: May 15, 2015 *First 1/3 Payment due*  
June 15, 2015 *Second 1/3 Payment due*  
July 15, 2015 *Balance due*

## Purchase Level Savings

\$3,000	Stock Order - Model year discount of Distributor Price	less 3%
\$4,000	Stock Order - Model year discount of Distributor Price	less 4%
\$6,000	Stock Order - Model year discount of Distributor Price	less 6%
\$8,000	Stock Order - Model year discount of Distributor Price	less 10%
\$12,000	Stock Order - Model year discount of Distributor Price	less 12%
\$14,000+	Stock Order - Model year discount of Distributor Price	less 14%

Distributors must maintain a \$5,000 minimum stock level.

Volume Distributors must maintain a \$10,000 minimum stock level.

# Order Processing

A dedicated warehouse distribution facility has complete aftermarket product inventory to serve you needs.

- No minimum order policy.
- Each order under \$100 incurs a \$15 special order charge.

# Prepaid Freight Program

Faria will prepay the freight on qualifying orders.

- Shipments within the Continental USA - surface freight is prepaid on all orders \$750 or greater.
- Shipments outside the Continental USA - surface freight is prepaid to the border on all orders \$750 or greater.

# Drop Shipment Program

Faria can drop ship a customer's special order request in the event you are temporarily out of a particular item enabling you to fill your customer's needs.

- There is a minimum order fee of \$15 on orders under \$100.
- All items on a drop ship order must have the same destination.
- US freight charges will be prepaid and added to your invoice.

# Standard Packaging

Gauges like Digital Depth Sounders and 5" products are packed in a recyclable display box. All other instruments are packaged in a clamshell display container made of recyclable PET plastic. We are also now offering boxed gauge sets in select styles.



# OEM Boat builders - Bulk Shipment

Faria encourages the development of sales to OEM Boat Builders. We have developed a special discount bulk purchase program. Items are shipped bulk packaged with mounting hardware and do not include clam shell packaging or installation instructions.

## Minimum Bulk Order Quantity

- 24 pieces of all 2 inch instruments
- 12 pieces of all 4 inch instruments
- 12 pieces of all 5 inch instruments
- 12 pieces of all sending units
- 12 pieces of all Pitot kits with or without tubing

## Qualified Distributor Bulk Savings

Speedometers	net unit price less \$2.00
Tachometers	net unit price less \$2.00
Compasses	net unit price less \$2.00
Synchronizers	net unit price less \$1.50
2" Gauges & Hourmeters Sending Units	net unit price less \$0.50
Pitot Kit with or without tubing	net unit price less \$0.50

## Stock Level Product Return Program

Faria offers an annual stock leveling return program. This program assists Dating participants to balance stock levels with current production instrument.

- A maximum 2% of the last 12 months net paid purchases can be returned.
- Returns must be pre-approved and returned with a Return Goods Authorization (RGA) number.
- Returns must be **authorized and received** between;  
July 01, 2015 and July 31, 2015
- Returns will be subject to a 25% restocking charge. 15% restocking charge for returns accompanying a stock order of equal or greater value is placed.
- Account balance must be current prior to return.
- Returned product must be listed in the current price sheets.
- Returned product must be in as-new condition in original packaging.
- All freight must be freight prepaid.

# Promotional Assistance Program

Promotional assistance is available to distributors participating in the dating program. All layouts must include the Faria logo, and be approved prior to printing.

## CO-OP

A total 2% of paid purchases during the period of November 1 to October 31, can be applied to the following;

- Advertising credit up to \$100 per existing color catalog page and \$200 per new color catalog page.
- Direct mail program for printing and mailing cost.
- Statement stuffers are available upon request.
- Consumer/Dealer Catalog ads

## Point of Purchase Displays

To show off the beauty of Faria gauges and aid in sales, Faria has available point of purchase display panels. These panels feature professional styling in a compact design, providing an eye-catching arrangement for any counter top.



Stand up counter top displays in Burlwood or Carbon Fiber finish contain 4 or 8 instruments in 2 or 4 different styles of your choice.

Part #	Display Finish	# of Gauges	Instrument Size
DY0011	Burlwood	4	2" and 4"
DY0012	Carbon Fiber	4	2" and 4"
DY0009	Burlwood	8	2" and 4"
DY0007	Carbon Fiber	8	2" and 4"
DY0010	Burlwood	8	2", 4" and 5"
DY0008	Carbon Fiber	8	2", 4" and 5"

For promotional materials please contact the Marketing Department at 860-848-9271 ext.1285.



Chesapeake  
Black SS



Chesapeake  
White SS



Coral



Dress White



Euro



Euro Biege SS



Euro White



Kronos



Platinum



Professional  
Red



Spun Silver



Digital Black Fade



Digital Gray Fade



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