

# The Pricing Puzzle

I've always enjoyed sliding tile puzzles. I enjoy the relationship a single move has on an adjacent tile. And I marvel at the fact that an unconnected tile is tied to the sum of all the squares.

In many ways, fluctuating currencies remind me of the interconnectedness of my dear puzzles.

Since the beginning of the year, we've seen a steady decline in the value of the CAD relative to the USD. Since the majority of our overseas purchases are done in USD, we've seen our costs increase month after month. The disparity between the cost of a repeat import order versus the original order, just a year earlier, is grizzly. That disparity has become an intellectual blockade to placing the order. As a result, we're having to come up with creative solutions that increase the probability of orders. Just as you have, no doubt.

When you stop to think about the many challenges currently facing the Canadian marketplace, for suppliers and distributors alike, it can cause a fair amount of anxiety.

We've seen a high percentage of suppliers raise prices throughout the year. Whether they've republished a book or used a sticker to advertise the increase, neither has been welcomed by the end-user.

Amid so much pricing volatility, we invite you take advantage of some consistency.

Debco's master catalogue, published at the beginning of the year, hasn't had to be republished. The prices that we initially went to market with haven't changed throughout the year. There's profit to be had with some of the industry's most competitive pricing on original and commodity products, and that's the spirit of partnership we strive to offer you on a daily basis.

Our holiday catalogue, coming out in the very near future, will reflect that very spirit. As will our website, and our entire line of 1400 products.

In the spirit of true partnership we are freezing our pricing on all products introduced in 2015 for the rest of the year. Not only does this offer you the best chance for 2015, but allows you the opportunity to buy in advance for the beginning of 2016, before we are forced to re-evaluate our pricing against the an ever-volatile currency-rate exchange.

That's it. No stickers, no moving pricing, no sliding pieces. No volatility.

We apologize in advance to those fellow puzzle-lovers out there for solving this one in advance.

Best Regards

