# Initiative stationery pricing – changes for Quarter 1 (January) 2020

Under continuing political and business uncertainty, there has been an amount of price movement due to raw material and adverse currency fluctuation affecting the costs of Initiative products. Previous Increases in the paper and oil markets during the past year continue to make their way through to paper and plastics-based converted stationery products.

We have been able to minimise and/or defer some cost increases, but they become effective in January with new contracts, particularly with European and far East manufacturers. You will have seen the effects of rising costs on your competitors’ pricing during this year and wholesaler prices for equivalent products have been rising too.

However, using the price benchmarking we regularly conduct with members, we have been able to reduce prices on certain items to keep you competitive\*.

The new Quarter 1 price list which will be published on integr@net shortly will show 119 Increases

Across the whole range of 350 stationery lines these changes mean a 1.95% increase as result of the increased cost prices on certain products. Nevertheless, Initiative remains highly competitive\* in the market and bear in mind that from these prices Integra dealers can potentially deduct product rebate averaging 4.9% and other additional rebates\*\*.

Note 1: \*Competitive means “best price” based on the market intelligence we receive from a panel of members. This is NOT against published pricing but against real, street pricing from competitors of equivalent private label brands. We calculate “best price” on everyday prices paid by members but do not include special one-off deals that are not representative of market pricing. We regularly obtain competitor pricing intelligence which enables us to maintain Initiative’s competitive pricing for all members.

Note 2: \*\* Dealers can opt for a net-priced option delivering this rebate upfront in invoice price (Details of all these rebates are published in the quarterly Initiative price guide and on integr@net).