



2011 Price List

Frequently Asked Questions

[July 19, 2011]

Note to All Partners

To: All Partners

RE: 2011 Price List Increase

Ours goals for our 2011 Price List were to keep prices somewhat stable and offer great value, despite recent increases in raw materials and fuel costs. The 2011 Price List has an overall increase of 4.26%.

Regards,

Chuck Loeb Paul Anderson

Note: Printed 2011 Price List and The Guide will be available in mid to late August. New and updated brochures will be sent out between July-August 2011.

Section I. New Offerings

A. Scheduled Launch Dates


Series Name	Description	Tentative Launch Date
Insync & Intouch	Addition of A6 (height adjustable) arms	Now Available!
Ten & Lynx	Wall saver frames	Now Available!
Quickstacker Stool	New stool for the Quickstacker	Now Available!
Emme	Re-introduction of E2 control	2011 Price List Release
Reflexx	Addition of 105-D4 control	2011 Price List Release
Rebound	Addition of D5 control	2011 Price List Release
Quickstacker	Available in nine plastic colors Colors: battleship bordeaux black chestnut deep blue sage* sand slate white	2011 Price List Release (sage* date: TBD)
Ten	Available in six plastic colors Colors: black sage* slate chestnut white battleship	2011 Price List Release (sage date: TBD)
Kadet	New task series with prices starting at \$350	August 1, 2011

HB	New knit-back version (7107K, 7110K)	End of August 2011
Lynx	New sled base chair and silver frame (SF) finish	End of September 2011
Modela2	Available in three mesh colors Colors: black silver dark grey	End of September 2011
Insync & Intouch	Available in grey frames	End of October 2011
Ten	Nesting chair and 4-legged stool	TBD

Section II. Discontinued Items

These items are no longer featured in the 2011 Price List but will continue to be available depending on inventory. Please check with customer service at (800) 441-4975 or email customerservice@highmarkergo.com for availability.

A. Discontinued Products:

				
Cabo: All Series	Coto: All Series	Brawny: All Series	Sprint Plush: 5509-SC	Rebound: 6409-SC
	77% Discount Promo (while inventory lasts)		Replaced by: New Lynx Sled Base	

B. Discontinued Components:

- Arms: A22, A48, A49
- Controls: P2, M1, M5, E5
- Armpads: Capistrano (C-Pads)
- Foammesh: All colors except Black
- Material: Grade 3 Lonestar White Leather
- Quickstacker Black Frames discontinued (available only in Chrome Frame)
- Camber A54 arms discontinued

Section III. Products With No Price Increases

- All Modela2 Models (2807, 2810, 2819)

- All Rebound Models (6407, 6410, 6419)
- Quickstacker All Plastic Models (412, 409)

Section IV. Modifications and Amendments

A. Replacements

- Rebound **A48/A49** arms will be replaced by **A55/A56** arms
- HB Mesh (**7107M, 7110M**) discontinued and replaced by the same 6 colors of our new 3D Knit (**7107K, 7110K**) – available starting the end of August 2011
- **Chamea** and **Morocco (formerly Grade 1)** will be changed to **Grade D**. Grade 1 has been eliminated. Change will go into effect on the effective date of the new 2011 Price List.
- Material: Discontinued **leather/vinyl** combos (Grade 2) – replaced by Grade 3 top grain leather
- COV is now Grade A

B. Miscellaneous

- Modela2 will no longer feature the 2809 side chair; please refer to our Ten series
- E2 Control has been re-introduced into the Emme series
- D5 Control on Emme does not come with a seat slider
- E6 Control has been renamed to E7 for the HB and Fino series
- K3 (Knee Tilt) control has been discontinued for the HB series
- Insync & Intouch: A2-HA arms have been renamed to A6
- New wall saver frames for Ten and Lynx

C. Warranty Changes

- Warranty on Reflexx changed to 5 years on everything (including upholstery)
- Warranty on Heavy-Duty chairs changed to 10 years on everything except upholstery. Two years on upholstery.