

1984 Coleman[®] Marine Products



MARINE PRODUCTS · WICHITA, KANSAS

Contains
wholesale
prices

We outfit your outdoors.

Coleman® Marine Products

Coleman has built you a choice of versatile craft for family fun, running rapids or bustin' bass... under paddle or power. They're all conveniently cartoppable. (No added investment in a trailer needed!) And Coleman can put you on the water for less than you might expect.

Built to last. We mold them in one piece (no rivets to pop or seams to leak) from a remarkably tough material, RAM-X®.

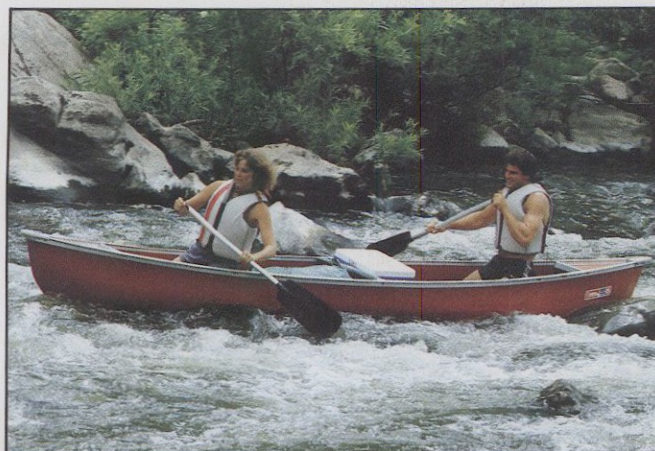
Besides being able to shrug off some really hard knocks, RAM-X has "memory."

To demonstrate, we deliberately broached one on Wisconsin's Wolf River. It looked totally wasted. But we were able to pop the hull back in shape in just a few minutes. After we replaced four aluminum parts, it ran good as new. That same toughness and memory can mean a lot under power in snaggy inlets too.



RAM-X is quiet. So if you scrape over a gravel bar or bang the hull with a paddle, you won't disturb your solitude or scare off the fish and wildlife.

It's also slick enough to slide over rocks and shoals that hang up other craft. RAM-X is one good reason why any craft from Coleman is a good performer *and* an investment that lasts.



Coleman® Canoes: the world's most popular. Tough. Versatile. Practical. At a reasonable price.

A Coleman Canoe lets you make the most of the water around you. It's tough and agile enough to handle fast streams in spring, or comfortably cruise the shorelines of wilderness lakes.

The hull is wide and flat for stability, streamlined for easy paddling. Coleman's sloping keel reduces sideslip for good tracking on lakes and streams, but still allows agility for white water. No wonder you see so many of them out there, in Colorado Red or Coleman Green color.

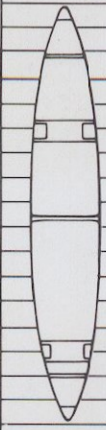
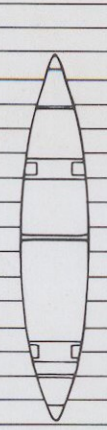
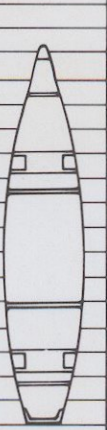
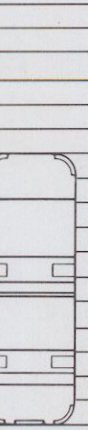
Catch 'em on a Crawdad.™ Coleman® Crawdad lets you get to the fish... even if you just got off work.

Just pop it on your cartop, stow the motor in your trunk, and you're a self-contained fishing machine.

The Crawdad moves out with a 5-horse motor or less. You can use a trolling motor too. Obviously it isn't a big power, big lake boat. But it's ideal for the small lakes near home, for coves and inlets where you wouldn't want to take an expensive bass boat, anywhere big power doesn't fit.

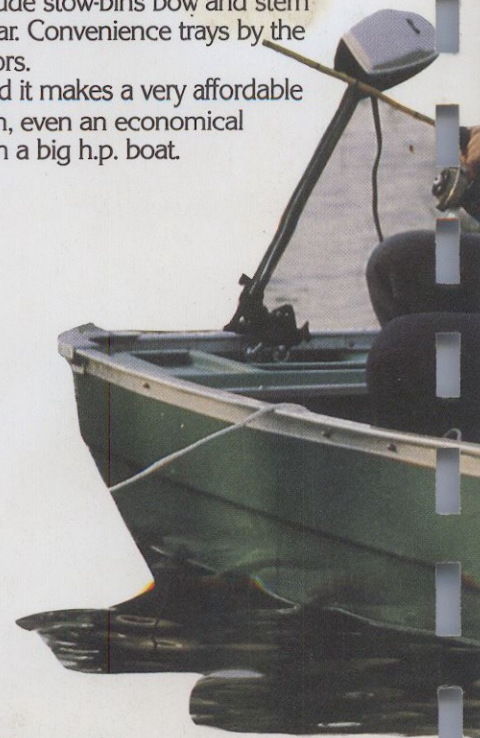
Thoughtful touches include stow-bins bow and stern for lures and other small gear. Convenience trays by the seats. Even fishing deck floors.

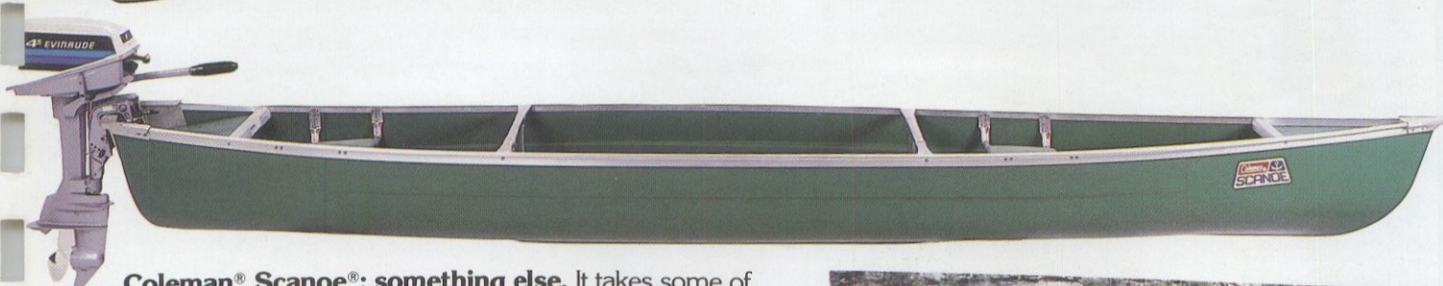
It's stable and sturdy. And it makes a very affordable "package" for any fishermen, even an economical alternative if you already own a big h.p. boat.

				
Model/Color	Canoe 5907B7191 Colorado Red 5907B700 Coleman Green	Canoe 5907B7191 Colorado Red 5907B700 Coleman Green	Scanoe® 5906700 Coleman Green	Crawdad™ 5931700 Coleman Green
Length	17'	15'	15'8"	11'2"
Beam	36"	36"	40"	45"
Depth Midship	14"	14"	14"	14"
Approx. Weight	79 lbs.	74 lbs.	92 lbs.	111 lbs.
B.I.A. Certified - Max. Person Cap.	660 lbs.	570 lbs.	660 lbs.	320 lbs.
Max. Weight Cap.	740 lbs.	650 lbs.	740 lbs.	400 lbs.
Max. H.P.	5 h.p.	5 h.p.	5 h.p.	5 h.p.

NOTE:

The Maximum Weight Capacity rating is not the weight that will sink the boat. Flotation is provided to support this weight in a level swamped condition with the passengers low in the boat.





Coleman® Scanoes®: something else. It takes some of the better traits of an aluminum boat and adds some of the great ones of our Coleman Canoe. The wide, square stern handles up to a five horse motor comfortably. But it's easy to paddle, row, even pole when you want to go without the motor.

Asymmetric design makes the Scanoes sleek and functional. There's a narrow bow (one reason for easy paddling), yet a wide beam aft for stability and capacity.

The Scanoes can comfortably carry three adults or two adults and two children.



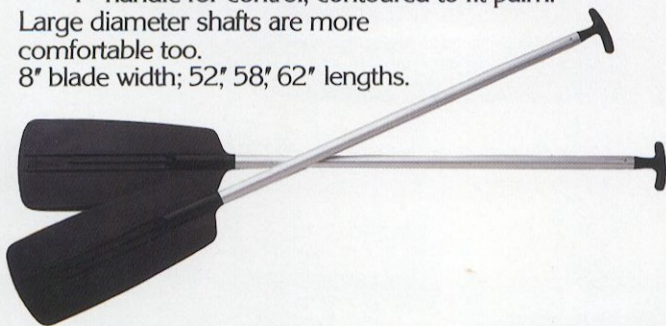
Coleman® Marine Accessories

Coleman® "T" Paddles: Blade is trimmed for lightness and easy handling, yet reinforcing ribs add strength.

"T" handle for control, contoured to fit palm.

Large diameter shafts are more comfortable too.

8" blade width; 52", 58", 62" lengths.



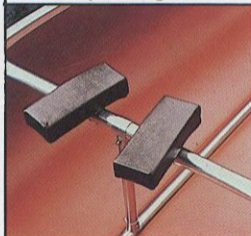
Paddle Rowlocks™

Use regular Coleman paddles to row Canoes, Scanoes, Crawdad. Sockets mount quickly and permanently to gunnels with hand tools, don't interfere with normal paddling.



Passenger Seats

Mount on Coleman® Canoes and Scanoes®. Comfort contoured.



Portage Yoke

Special thwart and shoulder pads mount and dismount in seconds.



Easy Seat™

Rest your back for extended paddling, cruising, fishing. Slips over seats of Coleman Canoes, Scanoes, Crawdad.



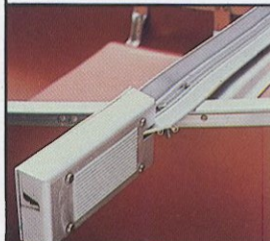
Drysac™

Double-layer bag with sliding closure that's water and air tight. Size 22" x 36"



Versa-Top® Carrier

Simple, quick, quiet. Just 4 foam gunnel pads, 3 ropes, bumper hooks and gutter clips. Secures any Coleman Canoe, Scanoes or Crawdad to just about any vehicle.



Motor Mount

Clamps on and off all Coleman Canoes. Handles up to 5 h.p. motor.



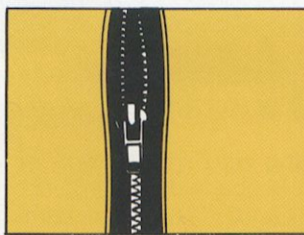
Crawdad™ Swivel Seat

Extra comfort and fish fightin' ability for your Coleman Crawdad. Mounts with simple wing-nut system. Easy to remove for cartopping.

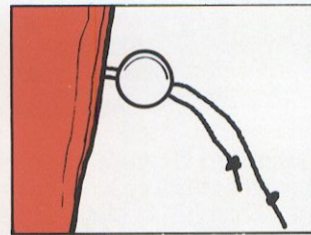
Coleman® Life Jackets

Every Coleman jacket meets exacting U.S. Coast Guard Standards for Type II or Type III PFDs.

Then we go further. Our flotation fill is Ensolite® closed cell foam, the best. We design every model and size for comfort and free movement. Then we add special features for ease and safety. Finally, for all but our water ski models, "two sizes fit all adults," a great advantage when you're equipping your boat for family, friends plus infrequent guests.



Rust-proof, self repairing zipper



Drawstring with cord locks

General Recreation Vests

Styled for the casual "windbreaker" look. Racing stripe adds distinctive flair. The front zipper is Delrin® so it won't rust or jam. Two sizes fit all adults; youth size available. Gray or Gold with Red stripe.

Delrin® is a trademark of DuPont.



Boating Vests

Coleman confidence for the boating family. Reversible: choice of Gold or Blue outer, with Red/Orange liner for superior night visibility. Two sizes fit all adults, with youth and child sizes also available.



Water Ski Vests

Full-featured for the active skier. Maximum security and convenience are provided by three belts, equipped with easy quick-release buckles. Red outer; gray liner.



Children's Vests

Approved Type II PFD. Special flotation collar is designed to keep a child's head floating upright out of the water. It also has a handy "grab loop" for pulling child out of the water in a hurry. Belts with quick-release buckles keep vest on securely, yet make it easy for parents to get it on and off fidgety youngsters. Crotch-strap keeps vest from riding up.



Sportsman's Vests

Designed with special features for the active outdoor person, including a color that blends with the environment. Four pockets with flaps secured by hook-and-loop fasteners are provided for items you want to keep handy. The zipper is rustproof and self-repairing. Two sizes fit all adults. O.D. Green or Gold.





PRODUCT INFORMATION

COLEMAN[®] MARINE PRODUCTS

Coleman has developed a family of watercraft to meet a broad range of needs for paddling and power, relaxation and active sports.



Coleman[®] Canoes

Both 17' and 15' models are versatile, lightweight and extremely durable. The hull has a wide flat configuration for maximum stability. The gentle, sloping keel provides tracking capability for flat water paddling, yet allows "turns-on-a-dime" maneuverability in white water. This uniquely designed canoe can comfortably be paddled by a family or a fisherman in calm water, yet still performs admirably in rocky, class III white water. The versatility, toughness and economy of the Coleman Canoe makes it truly the best canoe value on the market.



Coleman[®] Scanoë[®]

It takes some of the better traits of an aluminum boat and adds some great ones of our Coleman

Canoe. The wide, square stern handles up to a 5 h.p. motor comfortably, and a trolling motor can be clamped to the gunnels. It features *asymmetric* design which makes it sleek and functional. A narrow bow makes it easy to paddle. Yet a wide beam aft gives excellent stability and lots of displacement. Three small rounded keels grip the water, yet allow it to twist and turn with agility.



Coleman[®] Crawdad[™]

Here's a compact, practical sports boat designed primarily for hunting and fishing. With its 11'2" length and 45" beam, the Crawdad is stocky and stable. It needs only a 5 h.p. motor or less at the stern, and handles a trolling motor at the bow. It's fitted with fishing deck floors, stow-bins at bow and stern for lures and other small gear, and convenience trays by the seats to keep food and drinks off the bottom. The Crawdad is cartopable so you don't need a trailer. It uses a small motor that's economical to buy, use and maintain. And it features a very affordable price. The result is a very appealing "package" for any sportsman.

"Which one should I Buy?"

Suggestions to help you guide your customers to the right choice with Coleman.

Canoe

Primarily for paddling. Typical uses: versatility makes it suitable for cruising, "float trips," fishing, running moderately fast streams, up to Class III. Small motor can be added (using our motor mount accessory); but if motoring is a major consideration, consider recommending Scanoë.

Scanoë

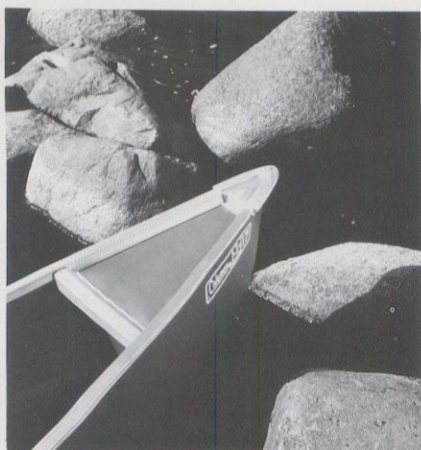
Primarily for motoring (5 h.p. max.). Typical uses; as a "runabout" on small lakes; floating down a gentle stream, and motoring back up; as a mini-freighter for camp support.

Design makes it easy to paddle, row or pole. But if paddling is main consideration, recommend Canoe.

Crawdad

A compact fishing boat, also suitable for hunting. Typical uses: not a "big lake" boat, but ideal for smaller lakes and ponds, coves and shorelines; lakes with h.p. limitations.

Can be paddled or rowed for short distances. But if much use will be without motor, consider Scanoë or Canoe.



Ram-X®

This is the material used in Coleman Canoes, Scanoes and Crawdads.

Ram-X (ultra-high molecular weight polyethylene with specific ultra-violet inhibitors) is amazingly tough and has a "memory."

Memory allows the hull material to flex under impact, then return to its molded shape. (This can cause some confusion since, out of the water, the craft's bottom may not always appear flat. Once in the water, however, the upward pressure of the water will usually stretch the hull back into shape.)

Because of its memory, Ram-X is able to bounce back after very hard knocks. Even after severe broaching, it can usually be popped back into shape, then run again as good as new.

Ram-X has a high resistance to puncture and to abrasion wear. However, it is susceptible to cosmetic scratching from sharp objects. Such scratches usually appear much worse than they actually are and seldom result in any functional damage to the hull.

Fittings

Bow and stern fittings are cast aluminum, designed with conveniences like painter holes for tie-downs, and carrying handles.

Gunnels, seat braces, keelson, all the fittings are made of corrosion resistant aluminum, secured by stainless steel, self-locking nuts and bolts. All are easily replaceable with ordinary hand tools.

Seats are Ram-X, contoured for comfort, textured to prevent slipping. They're easier on the body and more durable than thatched seats, not hot-or-cold like metal. Passenger seats are available as accessories.

Cartoping

All the Coleman craft are *really* cartopable. (It's especially easy using our simple and economical Versa-Top® Carrier.) No investment in a trailer is needed; getting to and into the water is a snap.



Storage And Maintenance

Outside, a Coleman craft should be stored upside down to prevent filling with rain or snow. It should also be supported approximately two feet behind each end so it doesn't rest on the bow castings or end caps. A small storage rack or sawhorses are ideal. A tarp covering will protect it from sunlight.

Never store it right side up for long periods of time. The memory shape of Ram-X is created by heat, pressure and time. Stored right side up for a long period, a rock or other foreign object can actually change the memory shape of the material and create a dent or other permanent depression.

Convenient inside storage may be found in unused overhead space. By suspending the craft from ropes through the bow and stern castings, it will hang upright, consuming only 24 inches of overhead space. Do not place heavy objects inside the craft when suspended in overhead storage.

Weather Resistance

Ram-X® is not susceptible to cold weather. It can be stored outside in sub-zero temperatures without becoming brittle. Neither will it be affected by surface temperatures of up to 150 degrees. Some temporary sagging may be noted when cartoping on hot summer days; however, the material has a memory which will restore it to

its molded shape as soon as it is cooled. Ram-X is specially formulated to resist the damaging effects of ultra-violet rays of sunlight for *many* years.

Like all fiberglass and plastics, however, sun rays are its greatest enemy. To prevent color fade and surface deterioration, protect the craft with tarpaulin during long term storage.

Painting And Decals

Ram-X is inert and adhesion of paints and decals can be difficult. For best adhesion of decals follow the instructions for surface preparation in the Instruction Manual which is packed with the craft. There are no known paints which will adhere satisfactorily to Ram-X. Painting is not recommended.

Repair

Hull punctures are very rare due to the exceptionally tough quality to Ram-X. Should the hull be punctured, repairs can be made easily. Coleman's hull repair kit contains a special adhesive which will adhere to Ram-X. For large holes or material tears, the kit contains extra sheets of Ram-X material.

In many areas, repair centers with hull welding equipment are available. For maximum strength and durability, hull welding is the best patching system.

For the location of the nearest welding center phone 1-800-835-3278.

Aluminum trim parts attach quickly and easily with stainless steel nuts and bolts. In case of damage they can be replaced simply.

Shipping

We ship in nested groups to save space:

Canoes	up to 20
Scanoes	up to 16
Crawdads	up to 12

Gunnels and bowcastings are already in place; seats and trim parts are boxed separately. This unique method lowers warehouse and freight costs for Coleman retailers and consumers.

Assembly

Consumers assemble the craft themselves, although retailers may choose to offer assembly service at additional cost. Step-by-step instructions make the job easy. Assembly is non-technical, following step-by-step instructions much as with bicycles, swing sets and many other products. Only a few simple tools are needed.

Coleman Marine Merchandising Aids

Refer to appropriate Coleman price list for cost of aids shown below.

1. Canoe Display Rack

Holds two canoes or Scanoes—attaches to top two shelves of most store fixtures or free standing.

2. Canoe... Sales Film

A 5-minute consumer sales film featuring "rock drop" and "broach" demonstrations. In Fairchild cassette and videotape.

3. Scanoes... Sales Film

A 5½ minute consumer film featuring the sales features of the Scanoes. In Fairchild cassette and videotape.

4. Crowdad... Sales film

A 5-minute consumer film featuring the Crowdad. In Fairchild cassette and videotape.

5. 30 Second T.V. Spot

Features "rock drop" sequence of sales film with 7 seconds open for dealer tag. Available in 16mm print only—LOAN BASIS—NOT FOR SALE. To order, specify required-by date and return date.

6. Canoe/Scanoes... Hang Tag

Full color sales features highlights in plastic sleeve. For all Coleman Scanoes and canoes—NO CHARGE.

COLEMAN® MARINE WARRANTY

Coleman Canoes, Scanoes and Crowdads are constructed to rigorous quality standards from the strongest, most durable material available. THEY ARE NOT GUARANTEED INDestructible. Although we drop rocks on them and crash them in sales demonstrations to demonstrate their extra measure of

toughness, we cannot promise they will never be destroyed.

Aluminum components particularly, when bent or kinked must be replaced. Our warranty is simply that we guarantee the canoe to be constructed to Coleman quality standards of workmanship and material. We cannot guarantee the product will survive accidents. To help you answer customer questions, we have reprinted our warranty below in its entirety.

Limited One Year Warranty

Coleman Marine Products are warranted to the retail consumer for one year from date of retail purchase against defects in material and workmanship. The warranty is not transferable. The registration card enclosed must be completed and returned to make warranty effective.

What Is Covered

Repair including labor or replacement at Coleman's option.

What Is Not Covered

Transportation charges either way. Damages caused by abuse or failure to perform normal maintenance—see owner's manual. Alteration or repair by non-Coleman personnel. Rental Marine Products. Sales outside the United States. Any other expense. CONSEQUENTIAL DAMAGES, INCIDENTAL DAMAGES, OR INCIDENTAL EXPENSES, INCLUDING DAMAGE TO PROPERTY. SOME STATES DO NOT ALLOW THE EXCLUSION OR LIMITATION OF INCIDENTAL OR CONSEQUENTIAL DAMAGES, SO THE ABOVE LIMITATION OR EXCLUSION MAY NOT APPLY TO YOU.

How To Obtain Warranty Performance

To locate nearest Coleman Warranty Center call 1-800-835-3278 toll free. (In Kansas, call 1-316-261-3030). Attach to product your name, address, description of problem, phone number and proof of date of retail purchase

(sales slip). Return product to Coleman Warranty Center, transportation charges prepaid.

Implied Warranties

ANY IMPLIED WARRANTIES, INCLUDING THE IMPLIED WARRANTIES OF MERCHANTABILITY AND FITNESS FOR A PARTICULAR PURPOSE, ARE LIMITED IN DURATION TO ONE YEAR FROM DATE OF RETAIL PURCHASE. SOME STATES DO NOT ALLOW LIMITATIONS ON HOW LONG AN IMPLIED WARRANTY LASTS, SO THE ABOVE LIMITATION MAY NOT APPLY TO YOU.

To the extent any provision of this warranty is prohibited by federal, state, or municipal law and cannot be preempted, it shall not be applicable. This warranty gives you specific legal rights, and you may also have other rights which vary from state to state.

Procedure For Handling Defects:

Warranty service and replacement parts can be obtained by contacting the National Service Center at 1-800-835-3278. Trim and component parts can usually be covered under warranty by phone. Hull defects require factory return authorization. Consumers should return the product to the selling Coleman Dealer to be held for inspection by the factory sales representative. The dealer should contact the sales rep immediately for an inspection.



PRICE SCHEDULES

Wholesaler Confidential Price Schedule

Marine products

Effective September 11, 1983

GENERAL BUYING INFORMATION

1. PRICES: Prices and terms are subject to change without notice. Orders will be billed at prices and terms in effect at time of shipment.

2. YEAR AROUND DATING TERMS:

A. Invoices dated September 11th thru January 10th, one half payable April 10th with 2% cash discount; one half payable May 10th with 2% cash discount.

Invoices dated January 11th thru April 10th; one half payable May 10th with 2% cash discount; one half payable June 10th with 2% cash discount.

Invoices dated April 11th thru June 10th, one half payable July 10th with 2% cash discount; one half payable August 10th with 2% cash discount.

Invoices dated June 11th thru September 10th, one half payable December 10th with 2% cash discount; one half payable January 10th with 2% cash discount.

B. For prepayment of all extended dating invoices we allow, in addition to our regular 2% cash discount, anticipation discount at the rate of 12% per annum based on the number of days payment is made in advance of the cash discount date as specified in 2 (A) above.

C. We do not ship any merchandise on consignment. All orders are accepted and the above terms extended subject to the approval of the Coleman Credit Department.

3. SPECIAL TRADE DISCOUNTS:

A. Five (5) skids to one destination—8% discount. Each skid must be of like model and size. Colors may be mixed.

Quantities per skid:

Canoes—20 per skid
Scanoes—16 per skid
Crawdads—12 per skid

B. Two (2) skids to one destination—4% discount. Each skid must be of like model and size. Colors may be mixed. Quantities per skid: (see 3A above).

C. P.F.D.'s paddles and accessory items in this price schedule will receive matching discounts when ordered to ship with 3(A) or 3(B) above. Or if ordered to ship without canoes, Scanoes or Crawdads can be combined to earn the following trade discounts:

\$2,500 to one destination—4%
\$4,000 to one destination—8%

4. FREIGHT TERMS:

A. Orders for 15 or more canoes, Scanoes and Crawdads for shipment to a single destination within the 48 adjacent states will qualify for prepaid freight providing the order includes a minimum of 5 of each model ordered.

Orders for less than 15 canoes, Scanoes and Crawdads for shipment to a single destination within the 48 adjacent states will be shipped freight prepaid with a \$10 per boat handling charge added to the invoice providing the order includes a minimum of 5 of each model ordered.

B. P.F.D.'s, paddles, accessory items and repair parts ordered in standard package quantities and specifying shipment with canoes, Scanoes or Crawdads will qualify for prepaid freight to the same destination within the 48 adjacent states.

P.F.D.'s paddles, accessory items and repair parts not included with an order for canoes, Scanoes and Crawdads, will qualify for prepaid shipment to a single destination within the 48 adjacent states providing the combined net dollar value of these items is at least \$300 and they are ordered in standard package quantities.

C. On qualified shipments to Alaska, freight will be prepaid to Tacoma or Seattle, Washington. On qualified shipments to Hawaii, freight will be prepaid to Wilmington, California (Los Angeles Harbor), San Francisco, or Oakland, California.

D. Coleman retains the right to route shipments and to ship in the most practical manner regardless of special routing instructions listed on the purchase order.

E. Shipments are made F.O.B. Factory or appropriate Coleman warehouse.

F. We will make every effort to comply with requested ship dates and to instruct carriers to schedule delivery appointments when requested on purchase orders. However, legal detention, redelivery, and reconsignment charges assessed by the carrier will be the ultimate responsibility of the original consignee to pay.

5. FREIGHT-SHORTAGE or DAMAGE:

It is the purchaser's or consignee's obligation to submit claims for damages or shortages directly to the carrier. If your Receiving Department finds any damage or discrepancies in count they should be noted on the delivery receipt. If the shortage or damage is concealed at time of delivery you must contact the carrier and request an inspection within 15 days of delivery. If you would like our Traffic Department to assist you in filing a claim send the appropriate information within 30 days of delivery to the Coleman Traffic Department, P.O. Box 1762, Wichita, Kansas, 67201.

6. MINIMUM ORDER:

Orders for less than full package quantities, or for less than 5 of any model canoe, Scanoes or Crawdad will be returned to you for inclusion on a subsequent order.

7. STANDARD PACKAGES:

All orders will be shipped in standard packages only. Please consult the price schedule for items packaged in multiples.

8. MERCHANDISE RETURN AUTHORIZATION:

Merchandise may not be returned without the prior approval of Coleman. Merchandise returned without prior approval will be subject to refusal and returned freight collect; or if accepted, a handling charge of 25% of purchase price will be deducted from the credit memo.

Merchandise approved for return must be returned transportation charges prepaid. The basis for our credit memo will be our receiving records and the purchase price of each item returned as determined from Coleman records less a 10% charge to cover our costs of testing, repackaging, and handling. The freight expense involved with returned merchandise is your responsibility.

Obsolete, shelf-worn, or damaged merchandise will not be accepted.

9. SPECIAL NOTICE:

The terms and conditions in this price schedule are considered part of Coleman's offer to sell, shall be included and made part of any resulting contracts or purchase orders accepted by Coleman, and shall take precedence over any conflicting terms and conditions requested or stated in such contracts or purchase orders.

10. PAYMENT OF INVOICES:

All disputed invoices and payments will be reviewed by Coleman provided that a written notice is received within one year of the invoice date. Unless we are notified and receive proper documentation within that time period, we will not review disputed invoices or payments. No deductions from invoice payments may be made unless first authorized in writing by Coleman.

11. CONTRACT SALES:

We reserve the right to bid on Government specifications, and to contract Coleman Products on such bids.

12. EXPORT SALES:

Coleman International Division has distribution contracts with Coleman customers in most important foreign markets. Thus, products purchased by you may not be re-sold outside the United States.

COOPERATIVE ADVERTISING PROGRAM:

We will pay 50% of qualified advertising expense in accordance with the Co-op Advertising Program outlined on the next page.

The Coleman Company, Inc.
Marine Products
250 North St. Francis
Wichita, Kansas 67201

1984



MARINE PRODUCTS • WICHITA, KANSAS

Co-Op Advertising Program

Coleman Marine Products

Effective January 1, 1984 through December 31, 1984.

APPLICABLE TO DEALERS who buy Coleman marine products from the Coleman Company.

FOREWARD—To encourage customers to advertise Coleman marine products, Coleman will pay 50% of this expense, if the advertising prominently displays the Coleman name and is done in accordance with the program outlined below.

ESTABLISHMENT OF ADVERTISING FUND—Beginning January 1, 1984 a reserve will be established for each

customer equivalent to 2% of his net purchases of Coleman marine products listed in the Wholesaler Confidential Price Schedule OP-A55H. The basis for crediting an advertising reserve fund will be Coleman's I.B.M. Customer Purchase Report. **The 2% accrual reserve is based on date of Coleman invoice, not the date of customer Purchase Order.**

PARTICIPATION—Advertising expenses will be shared on a 50-50 basis up to the current balance of each customers accruals as reflected on your Monthly Status Report of Cooperative Advertising Accruals and Credits.

ADVERTISING REQUIREMENTS

AUTHORIZED MEDIA	AUTHORIZED CHARGES	PROOF OF PERFORMANCE (CLAIM)
Newspaper	50% Retailer's net cost for space devoted to Coleman marine products.	1. Complete page showing ad and including name & date of newspaper. 2. Copy of newspaper invoice covering ad submitted. 3. Your debit memo showing computation of claim.
Local Radio or Television (Spot Announcement)	50% Retailer's net cost for time devoted to Coleman marine products.	1. Notarized affidavit of performance. 2. Copy of the script used. 3. Copy of radio or television station invoice on standard A.N.A. format. 4. Your debit memo showing computation of claim.
Circulars, Tabloids	50% Proportionate share of total cost of printing and distribution based on space devoted to Coleman marine products.	1. Complete copy of printed piece. 2. Copies of invoices covering production. 3. Copies of post office receipts and/or other proof of distribution. 4. Your debit memo showing computation of claim.
Approved Coleman Merchandising Aids	50% Retailer's net cost excluding freight and other charges.	1. Copy of invoice from The Coleman Co., Inc. 2. Your debit memo.

EXCLUSIONS—No portion of advertising expense can be shared:

1. When one or more of competitors products appear in the same advertisement on the same page.
2. When the product does not carry the Coleman brand name.
3. When the expense covers advertising done prior to December 31, 1983.
4. When the expense is connected with art and ad preparation or cuts, engravings or ad plates.
5. When Coleman service day ads appear without Coleman marine products advertised for sale.
6. When claim is in excess of the published rate as currently listed by the Standard Rate and Data Service, Inc.

This program is subject to termination if claims are submitted in an amount greater than the actual rate charged by the advertising media used.

TIE-IN ADVERTISING—When other non-competitive manufacturers products are included in the same ad with Coleman, the expenses will be shared—if otherwise qualified—in relation to the portion devoted to Coleman products. Example: If 25% of the entire advertising covers Coleman marine products, specified above, payment of 1/2 of this expense, or 12 1/2% of the cost of the entire ad will be made.

FILING CLAIMS—Send "proof of performance" as specified in advertising requirements to: The Coleman Company, Inc., 250 N. St. Francis, Wichita, Kansas 67201—Attention: O.P. Co-op Advertising Dept. To be honored, all claims must be in Wichita no later than 30 days after the date on

which the customer is billed for his service by the authorized media. (Exception: Claims for less than \$10.00 should be held and accumulated with other claims until the sum total exceeds \$10.00, or submitted at year end.)

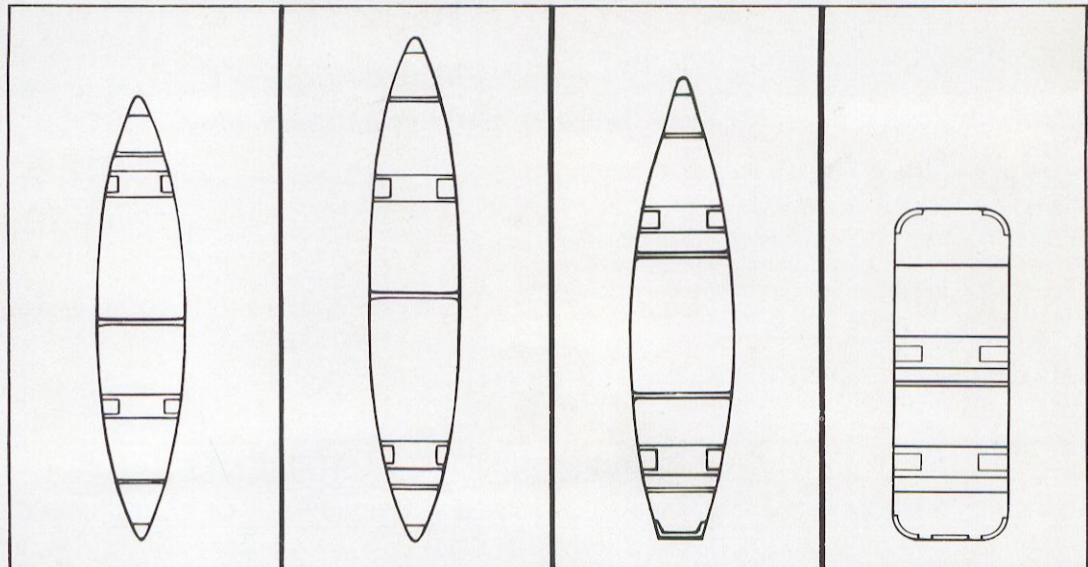
CUSTOMER REIMBURSEMENT—All reimbursements will be made by credit memo in response to claims filed by participating customers. **DO NOT MAKE DEDUCTIONS FROM MERCHANDISE INVOICES. CUSTOMERS WHO DEDUCT ADVERTISING EXPENSES FROM MERCHANDISE INVOICES ARE SUBJECT TO HAVING THIS CO-OP PLAN TERMINATED.** Claims in excess of the customers' current advertising accruals will be paid in the amount of the available accruals and constitute full payment of that claim. **YOU MAY NOT RESUBMIT CLAIMS AT A LATER DATE FOR ADDITIONAL PAYMENT.**

TERMINATING UNUSED ADVERTISING RESERVE—For purposes of this cooperative advertising program, operations will be on a calendar year basis. All claims and supporting paperwork for 1984 advertising must be in our office no later than January 31, 1985 the date when all remaining 1984 reserves will be cancelled with the following exception:

Any unused reserve earned on purchases made during Oct., Nov. and Dec. 1984 will be carried forward into the 1985 program.

APPLICABLE TO WHOLESALEERS who buy Coleman marine products direct from the Coleman Company. The program is the same for wholesalers, except that your dealers submit their claims to you. You then audit the claim, correct it if necessary, and forward the dealers claim and supporting papers with your Debit Memo to the Coleman Company.

COLEMAN® MARINE SPECIFICATIONS



PRODUCT	15' CANOE	17' CANOE	15'8" SCANOE™	CRAWDAD™
Model No. Red	5905B7191	5907B7191	—	—
Model No. Green	5905B700	5097B700	5906-700	5931-700
UPC Code Red	76501-00387	76501-00389		
UPC Code Green	76501-00388	76501-00390	76501-00391	76501-00392
Length (inches)	180	204	188	134
Beam (inches)	36	36	40	45
Depth Amidship (in.)	14	14	14	14
Weight (lbs.)	74#	79#	92#	111#
Max. Weight * Cap. (lbs.)	650#	775#	740#	400#
Max. Person Cap. (lbs.)	570#	695#	660#	320#
Max. Horsepower	5 hp.	5 hp.	5 hp.	5 hp.
Standard Pkg.	HULL 1 PARTS 1	HULL 1 PARTS 1	HULL 1 PARTS 1	HULL 1 PARTS 1
Pkg. Weight (lbs.)	62# 23#	71# 23#	76# 34#	73# 51#
Pkg. Dimensions (in.)	32x21x180 32x17x13½	32x21x204 32x17x13½	37x21x188 59x17x13	45x15x134 44x22½x20½
Pkg. Cubes (ft.)	43.0 4.25	47.80 4.25	48.70 7.55	52.30 11.74
Wholesale Price Each	\$264.00	\$274.00	\$344.00	\$314.00

*The Maximum Weight Capacity rating is not the weight that will sink the boat. Flotation is provided to support this weight in a level swamped condition with the passengers low in the boat.



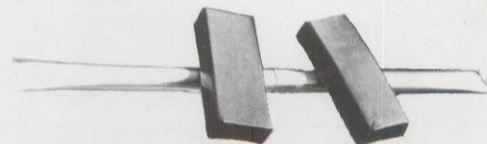
PADDLES

Model No.	5900-752	5900-758	5900-762
UPC Code	76501-00396	76501-00398	76501-00400
(Case Code)	(76501-00397)	(76501-00399)	(76501-00401)
Length (inches)	52	58	62
Blade Width (inches)	8	8	8
Weight	27 oz.	28 oz.	29 oz.
Quantity/Std. Pkg.	6	6	6
Pkg. Weight	13#	14#	14#
Package Dimensions (In.)	9x12x52	9x12x58	9x12x62
Pkg. Cubes (cu. ft.)	3.25	3.63	3.88
Wholesale Price Each	\$9.45	\$9.85	\$10.15






CARRIER




INCLUDES: 4 PADS 2 GUTTER CLIPS 4 BUMPER HOOKS 1—8 FT. ROPE 2—15 FT. ROPES	MODEL NO.	5900A170
	UPC Code	76501-00394
	(Case Code)	(76501-00395)
	QUANTITY PER STANDARD PKG.	4
	SHIPPING WEIGHT	6 lbs.
	PACKAGE DIMENSIONS (IN.)	14 $\frac{1}{8}$ x 8 $\frac{3}{8}$ x 15 $\frac{1}{16}$
	PACKAGE CUBE (CU. FT.)	1.07
	WHOLESALE PRICE	\$7.00








YOKES

	MODEL NO.	5900A160	INCLUDES: thwart & yoke with removable shoulder pads
	UPC Code	76501-00393	
	(Case Code)	(same)	
	QUANTITY PER STANDARD PKG.	1	
	SHIPPING WEIGHT	4 lbs.	
	PACKAGE DIMENSIONS (IN.)	9 $\frac{1}{4}$ x 3 $\frac{3}{4}$ x 35 $\frac{1}{4}$	
	PACKAGE CUBE (CU. FT.)	0.70	
	WHOLESALE PRICE	\$15.95	

				SWIVEL & BRACKET ONLY
	PASSENGER SEAT (Fits All Canoes Plus Scanoe)	EASY SEAT	CRAWDAD SWIVEL SEAT (Complete with swivel & bracket)	
MODEL NO.	5900-550 RED	5900-301 BLACK	5931A618 GREEN	5931-552
MODEL NO.	5900-560 GREEN			
UPC CODE RED (Case Code)	76501-00402 (same)	76501-00404	76501-00406 (76501-00407)	76501-00413
UPC CODE GREEN (Case Code)	(76501-00403) (same)	(76501-00405)		
QUANTITY PER STANDARD PACKAGE	1	12	2	1
SHIPPING WEIGHT	4 lbs.	18 lbs.	22 lbs.	4 lbs.
PACKAGE DIMENSIONS (IN.)	20x15x6 $\frac{1}{2}$	31x19 $\frac{1}{2}$ x14 $\frac{1}{2}$	23 $\frac{3}{4}$ x20x18 $\frac{1}{2}$	12 $\frac{1}{2}$ x11x2
PACKAGE CUBE (CU.FT.)	1.13	5.07	5.09	.14
WHOLESALE PRICE	\$16.95	\$5.85	\$19.95	\$8.95

			
	PADDLE ROW-LOCKS™	DRYSAC™	MOTOR MOUNT (Fits all Coleman Canoes)
MODEL NO.	5900-775	5900-770	5900-750
UPC CODE	76501-00408	76501-00410	76501-00412
(Case Code)	(76501-00409)	(76501-00411)	(same)
QUANTITY PER STANDARD PACKAGE	12	12	1
SHIPPING WEIGHT	18 lbs.	17 lbs.	5 lbs.
PACKAGE DIMENSIONS (IN.)	9 $\frac{1}{2}$ x 11 x 7 $\frac{1}{4}$	9 $\frac{1}{2}$ x 9 $\frac{1}{2}$ x 27	31 x 4 $\frac{1}{2}$ x 3
PACKAGE CUBE (CU.FT.)	.44	1.41	0.24
WHOLESALE PRICE	\$9.45	\$14.00	\$24.95

LIFE JACKETS (PFDs)

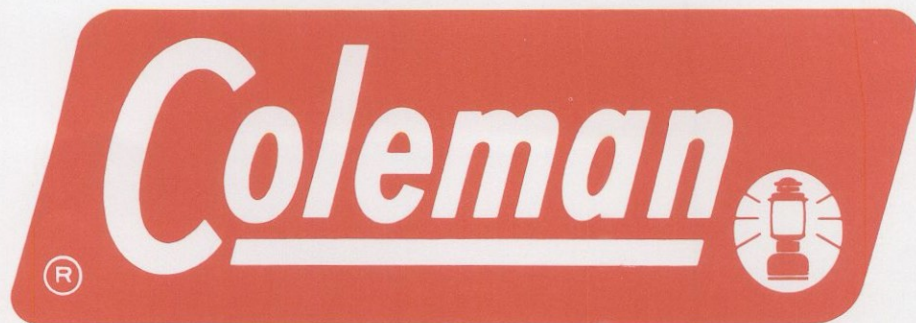
	Boating		General Rec.	Sportsman	Water Ski	Collar Vest			
									
Description	Size	Model No.	UPC Code (Case Code)	Quantity Stnd. Pkg.	Ship Wt. lbs.	Package Dimensions (In.)	Pkg. Cube (Cu. Ft.)	Whsl. Price	
Boating (Reversible) Blue/Red-Orange	XS/S	5997-915	76501-00422 (00423)	6	13	17 $\frac{5}{8}$ x 12 $\frac{5}{8}$ x 22 $\frac{3}{8}$	2.88	12.99	
	M/XL	5997-917	76501-00426 (00427)		13	17 $\frac{5}{8}$ x 12 $\frac{5}{8}$ x 22 $\frac{3}{8}$	2.88	12.99	
	Youth	5997-913	76501-00418 (00419)		11	15 x 10 x 22	2.00	11.99	
	Child	5997-912	76501-00414 (00415)		11	15 x 10 x 22	2.00	11.99	
Gold/Red-Orange	XS/S	5997-925	76501-00424 (00425)	6	13	17 $\frac{5}{8}$ x 12 $\frac{5}{8}$ x 22 $\frac{3}{8}$	2.88	12.99	
	M/XL	5997-927	76501-00428 (00429)		13	17 $\frac{5}{8}$ x 12 $\frac{5}{8}$ x 22 $\frac{3}{8}$	2.88	12.99	
	Youth	5997-923	76501-00420 (00421)		11	15 x 10 x 22	2.00	11.99	
	Child	5997-922	76501-00416 (00417)		11	15 x 10 x 22	2.00	11.99	
General Rec. Gray/Gray	XS/S	5997A605	76501-00434 (00435)	6	13	17 $\frac{5}{8}$ x 12 $\frac{5}{8}$ x 22 $\frac{3}{8}$	2.88	15.50	
	M/XL	5997A607	76501-00438 (00439)		13	17 $\frac{5}{8}$ x 12 $\frac{5}{8}$ x 22 $\frac{3}{8}$	2.88	15.50	
	Youth	5997A603	76501-00430 (00431)		11	15 x 10 x 22	2.00	14.00	
Gold/Gold	XS/S	5997-625	76501-00436 (00437)	6	13	17 $\frac{5}{8}$ x 12 $\frac{5}{8}$ x 22 $\frac{3}{8}$	2.88	15.50	
	M/XL	5997-627	76501-00440 (00441)		13	17 $\frac{5}{8}$ x 12 $\frac{5}{8}$ x 22 $\frac{3}{8}$	2.88	15.50	
	Youth	5997-623	76501-00432 (00433)		11	15 x 10 x 22	2.00	14.00	
Sportsman Green/Green	XS/S	5997-745	76501-00444 (00445)	6	13	17 $\frac{5}{8}$ x 12 $\frac{5}{8}$ x 22 $\frac{3}{8}$	2.88	18.50	
	M/XL	5997-747	76501-00448 (00449)		13	17 $\frac{5}{8}$ x 12 $\frac{5}{8}$ x 22 $\frac{3}{8}$	2.88	18.50	
Gold/Gold	XS/S	5997-725	76501-00444 (00443)	6	13	17 $\frac{5}{8}$ x 12 $\frac{5}{8}$ x 22 $\frac{3}{8}$	2.88	18.50	
	M/XL	5997-727	76501-00446 (00447)		13	17 $\frac{5}{8}$ x 12 $\frac{5}{8}$ x 22 $\frac{3}{8}$	2.88	18.50	
Water Ski Red/Gray	XS	5997-854	76501-00450 (00451)	6	13	17 $\frac{5}{8}$ x 12 $\frac{5}{8}$ x 22 $\frac{3}{8}$	2.88	17.95	
	S	5997-855	76501-00452 (00453)		13	17 $\frac{5}{8}$ x 12 $\frac{5}{8}$ x 22 $\frac{3}{8}$	2.88	17.95	
	M	5997-856	76501-00454 (00455)		13	17 $\frac{5}{8}$ x 12 $\frac{5}{8}$ x 22 $\frac{3}{8}$	2.88	17.95	
	L	5997-857	76501-00456 (00457)		13	17 $\frac{5}{8}$ x 12 $\frac{5}{8}$ x 22 $\frac{3}{8}$	2.88	17.95	
	XL	5997-858	76501-00458 (00459)		13	17 $\frac{5}{8}$ x 12 $\frac{5}{8}$ x 22 $\frac{3}{8}$	2.88	17.95	
Collar Vest Red/Gray	Infant Child	5997-551	76501-00460 (00461)	6	11	15 x 10 x 22	2.00	11.99	
		5997-552	76501-00462 (00463)		11	15 x 10 x 22	2.00	11.99	

MERCHANDISING AIDS

DESCRIPTION	Qty. Per Std. Pkg.	Weight	Package Size	Wholesale Price
Canoe Display Rack Holds two canoes—attaches to top two shelves of most store fixtures or free standing.	1	55 lbs.	73"x36½"x3"	\$60.00
Canoe Sales Film A 5-minute consumer sales film featuring "rock drop" and "broach" demonstrations. In Fairchild cassette and video tape.	1	2 lbs.	6½"x9½"x1½"	\$35.00
Scanoe Sales Film A 5½ minute consumer film featuring the sales features of the Scanoe. In Fairchild cassette and video tape.	1	2 lbs.	6½"x9½"x1½"	\$35.00
30 Second T.V. Spot Features "rock drop" sequence of sales film with 7 seconds open for dealer tag. Available in 16mm print only—LOAN BASIS—NOT FOR SALE. To order, specify required-by date and return date.	1	N/A	N/A	Loan only
Retail Canoe Catalog (OP-53D) Eight page, descriptive catalog highlights sales features of canoes and accessories.	100	6 lbs.	8½"x11"x2"	No Charge
Scanoe Brochure Six page color brochure-sales features and testimonial about Scanoe.	100	6 lbs.	8½"x11"x2"	No Charge
Canoe/Scanoe Hang Tag Full color sales features highlights in plastic sleeve. For all Coleman Scanoes and canoes—NO CHARGE.				No Charge
Crawdad Sales Film A 5-minute consumer film featuring the Crawdad. In Fairchild cassette and video tape.	1	2 lbs.	6½"x9½"x1½"	\$35.00

NOTES

**Helpful information
for Coleman customers.**



THE COLEMAN COMPANY, INC. • WICHITA, KANSAS

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Definitions

Introduction

Coleman has over 80 years of experience in providing the procedures **and the people** to make it easy for you to do business with us.

The overwhelming majority of your transactions will go through problem-free...from your initial contact with a Coleman Sales Representative...through your order processing, delivery and billing...to your eventual sale to your customers.

But if a problem does occur,
we're set up to handle it for you.

Coleman Sales Representative: Generally, your first contact for any problem (or opportunity!) will be the representative who calls on you most frequently and has the best overall understanding of your operation.

Coleman Customer Service Account Executive: Feel free to call yours at any time. In order to handle your problems, our Customer Service Department has been divided by geographical areas and by product lines.

Either or both of these Coleman contacts will place other resources at your disposal. The information in this book will help you understand our procedures and terms to prevent problems before they can happen and to solve them promptly.

Customer Service

Our Customer Service Account Executives have over 70 years experience in handling your needs. Refer to your price schedules to determine your account executive.

Sheryl Barger	(316) 261-3390
Lenora Boardman	(316) 261-3331
Maurice Johnson	(316) 261-3323
Bob Phillips	(316) 261-3317
Darla Thome	(316) 261-3338

General Buying Information

Coleman Price Schedules

serve as a complete guide to our policies and programs. While most of these are standard for all of our products, certain details will vary by product line. See individual price sheets for specific information on the following topics:

- Prices
- Freight Terms
- Terms of sale
- Minimum Orders
- Locations
- Standard Packages

We are required by law to have on file a Resale Certificate which has your tax exempt number and is signed by an officer of your company. We systematically mail Resale Certificate cards to be filled out and returned to us for filing. When you receive this request for information, please complete it and return it to us as soon as possible. If we do not receive it, we are required by law to charge sales tax on invoices.

Ordering

An order is a commitment by a buyer to purchase a product from a seller. It may be verbal, written, or both.

Orders may be placed in one of three ways.

- 1) Order is mailed to Wichita, Kansas
- 2) Order is placed through a Coleman Sales Rep
- 3) Order is called in to your Account Executive in Wichita, Kansas

Filling Out Orders

Purchase orders should contain the following information:

- 1) Company responsible for payment of merchandise
- 2) A purchase order number
- 3) Purchase order authority (person ordering merchandise)
- 4) "Ship to" information
- 5) Requested arrival date of merchandise
- 6) Date of order
- 7) Color specified (if applicable to product). On Thermal Products, if colors aren't specified, we will ship mixed colors to best minimize back order situations
- 8) Cancel date, when applicable

Confirmations

We do not require written confirmation of orders phoned in to Coleman. However, if a customer's procedures require him to send one, he should write in bold letters across the face of the document "CONFIRMATION." This will reduce the possibility of a duplicate shipment.

Cancellations

If an order is cancelled and the customer requests that it be reinstated, we will reinstate it as a new order in our system.

Back Orders

During our peak selling times, it's possible we may be in an "out of stock" situation on certain products because demand exceeded forecast on production. When this situation occurs, we back order the products we are unable to ship. Back orders are shipped freight pre-paid as soon as production availability permits. A customer must notify us in writing if he wishes back orders to be cancelled. If a back order is cancelled and the customer requests that it be reinstated, we will reinstate it as a new order for our system.

Shipping

Coleman is constantly taking advantage of the latest technology to receive, process and ship orders. Our goal is to handle your orders in a timely fashion that will meet your requested ship or delivery date while maintaining average order fill rates at above 95%. We have been successful in meeting this goal in the past and are anxious to work with you to improve it in the future.

Invoicing

Invoices are statements of payment due the Coleman Company. The invoices provide all the transaction details, which include the purchase order number, order date, date shipped, carrier, number of cartons shipped, weight of shipment, bill of lading number, quantity ordered and shipped, product number, stock number (where applicable), product price, freight charges (when applicable), terms of payment, invoice amount. Coleman provides an original and one copy of this document which is mailed to your billing address. Invoices are created after the shipment has been made and are generally mailed within two working days of the invoice date.

Logistics

Order Inquiry

Normally orders are received, processed and shipped in an orderly manner. On occasion however, a problem may occur. When this happens your Customer Service Account Executive is ready to assist you. For example, a tracing service has been established to locate orders not received in a reasonable length of time after shipment. If by chance our Account Executive does not immediately have an answer to your questions or problem, they will see to it that you are put in contact with the proper personnel who can help you.

Freight Shortage/Damage

The majority of all orders are processed through our system without any problems. However, there may be some occasion where shipments are mishandled and goods are delivered short or damaged on delivery. In order for us to assist you it is important that any discrepancies or damages are noted on all receiving documents including the driver's documents. Then follow the procedure that is outlined on the price sheet.

Return Authorization

For authorized return of Coleman products follow the procedure outlined on your price sheet.

Definitions

Back order—An out of stock item unable to ship as part of the original shipment.

Bill of Lading—A contract of carriage between the products' shipper or owner and the carrier. A B/L is issued for each shipment by the warehouse.

Common Carrier—A public company which carries goods.

Consignee—To whom products are shipped (consigned).

Delivering Carrier—The transportation company which makes the final delivery to the consignee.

Delivery Receipts—Bill of Lading or freight bill.

Freight Terms

Terminology:

F.O.B. Our Plant—Customers becomes responsible for the shipment once it leaves the supplier's shipping point.

F.O.B. Your Dest.—The supplier is responsible for the shipment until the customer receives it and signs for it.

Freight Prepaid—The supplier pays the freight cost.

Freight Collect—The customer pays the freight cost (invoiced by the carrier).

Freight Collect C.O.D.—The customer pays the freight cost at the time of delivery.

Freight Collect C.O.D. Including Merchandise—The customer pays freight charges and merchandise charges at time of delivery.

Gross Weight—The total weight of the packaged product.

Initial Carrier—The transportation line which makes the first pick up from the shipper.

Interline—A shipment that requires two (2) or more carriers.

Invoice—An itemized list of goods shipped, usually specifying the price and terms of sale. A bill.

Number of pieces—The number of cartons, packages, or units of a product involved in a shipment.

Order Number—The customer's order number.

Prepaid and Add—The supplier pays the freight charges and adds them to the customer's invoices.

Ship To—The destination of a shipment.

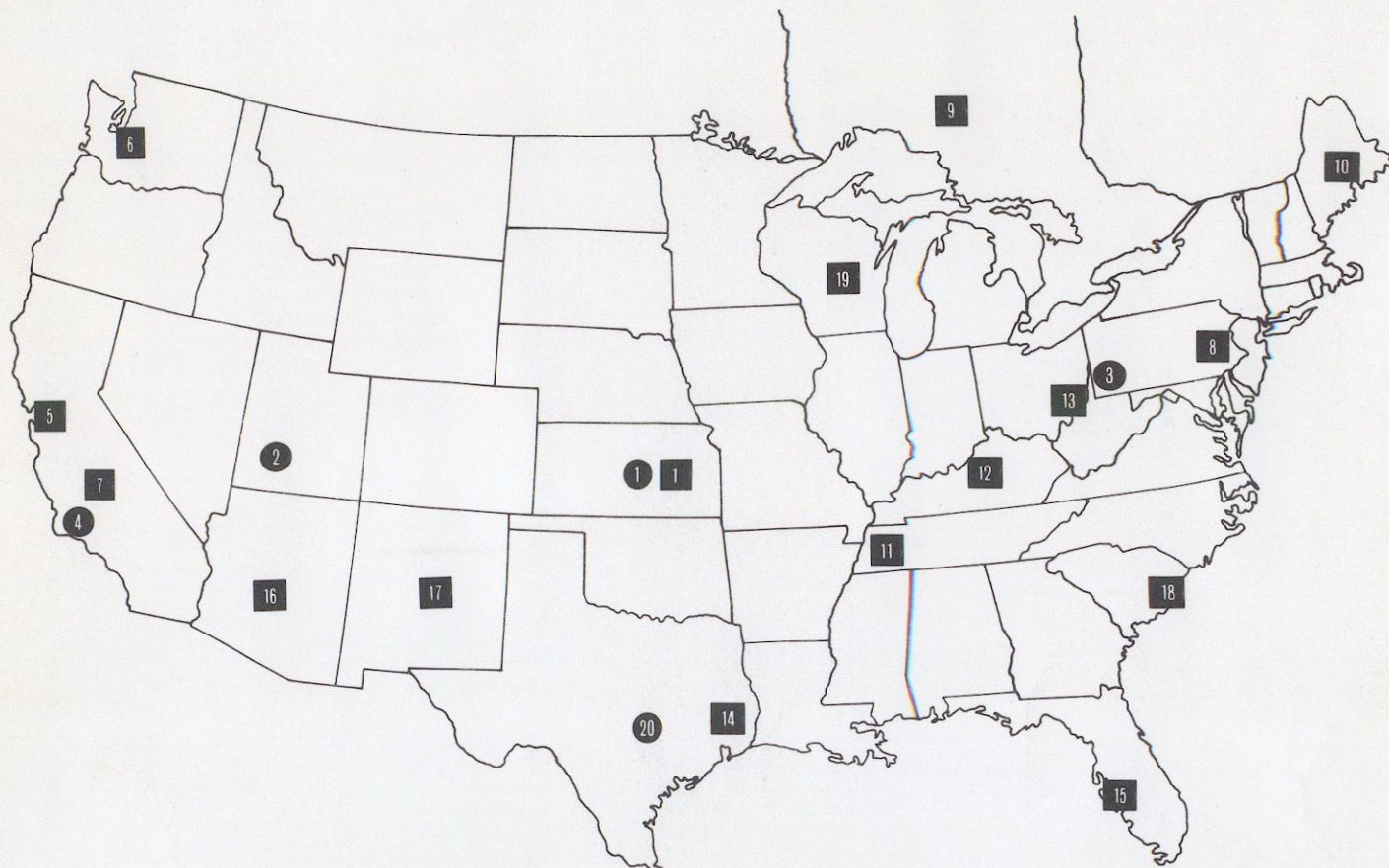
Short Shipment—An incomplete shipment.



Distribution

Coleman products are stocked and shipped from several points across the country, depending on the product line.

Normally of course we'll ship from the point closest to you in order to minimize transit time. But we will shift whenever necessary to prevent out of stocks.



Outing Products Warehouse

Liquid Fuel Distribution Point

1. Wichita, KS (Appliance, Thermal, Canvas, Marine Automotive, Peak 1, Fuel)
2. Cedar City, UT (Canvas)
3. Somerset, PA (Canvas, Peak 1)
4. City of Industry, CA (Appliance, Thermal, Automotive)

5. Oakland, CA (Fuel)
6. Kent, WA (Fuel)
7. Compton, CA (Fuel)
8. New Kensington, PA (Fuel)
9. Ontario, Canada (Fuel)
10. Malden, MA (Fuel)
11. Memphis, TN (Fuel)
12. Ludlow, KY (Fuel)

13. Wheeling, IL (Fuel)
14. Pearland, TX (Fuel)
15. Tampa, FL (Fuel)
16. Phoenix, AZ (Fuel)
17. Albuquerque, NM (Fuel)
18. Sumter, SC (Fuel)
19. Memomonee Falls, WI (Propane)
20. New Braunfels, TX (Thermal, Marine)

