



**Dealer  
Terms and Conditions  
and Display Program  
October 1, 2025**

**PRICING / TERMS / PRODUCTION TIME ON AMERICAN FYRE DESIGNS:**

**Pricing:**

Prices subject to periodic increases and supersede all prior price sheets.  
Prices include crating for common carrier shipment.  
See current American Fyre Design (AFD) price sheet (L-H3-00126) for additional information.

**Accessories:**

Accessories are manufactured and priced to ship with order.

**Terms:**

Standards terms are Net 30 days

**Discount:**

Displaying AFD Dealers will receive: 50% off current list price sheet (.50 multiplier).  
Non-displaying Dealers will receive: 40% off current list price sheet (.60 multiplier).

***All orders are custom-built and cannot be cancelled.***

**SHIPPING:**

Shipments to Southern California dealers on RH Peterson's truck are palletized and strapped (not crated).

Will Call at RH Peterson factory in City of Industry is available. When "blanket wrap" (not palletized and strapped or crated) is requested, the customer must inspect the product and sign that it is in good condition (no visible flaws)

If no crating is required, on will call or local delivery, change the last digit of the part number from "C" to "Z" and deduct the following from **list price**:

- All Fire tables, Fire Urns, Fire Pits, Lanterns, Fire Bowls and - deduct \$150
- All Dining tables, Milan or Contractors Model fireplaces - deduct \$200
- Grand Phoenix fireplaces, and all fireplaces with extended hearths – deduct \$400

See current AFD price sheet (L-H3-00126) for additional information including approximate weights and dimensions.

**EARLY BUY OFFER:**

Submit a qualifying order of \$10,000 net or more by December 31, 2025 and release for shipment by March 27, 2026 and receive, 2026 Pricing, an additional 2% discount and deferred billing.....payment due July 1<sup>st</sup>, 2026.

**DISPLAY PROGRAM**

To encourage the use of in store product presentations, AFD offers a display program. To be eligible for program benefits, all products must be current, and prominently displayed for at least the selling season (April-September), with AFD burn media included. Products must be maintained in an appealing manner for consumers to see the advantages and beauty of the American Fyre Designs line, and include AFD burn media (glass, lava, logs etc.).

A 50% credit will be issued for AFD static or burning displays, and all AFD supplied components (accessories, gas log sets or other media). Credit does not apply to labor or other materials used in the display installation.

**All** requests for display credits must be accompanied by a fully completed and signed copy of Display Claim Form with a clear photo of the product(s) at the location for which credit is being requested. Request for burning display credit must be accompanied with a clear photo showing the product in operation. Please review the claim form and note all required information. Claim Forms completed fully and accurately will expedite the processing of your request for credit.

## **MODEL HOME DISPLAY PROGRAM**

AFD offers a **MODEL HOME** Co-op display program. To be eligible for program benefits, all products must be current, and prominently displayed for a reasonable period of time. Products must be maintained in an appealing, manner, and include AFD burn media, for consumers to see the advantages and beauty of the American Fyre Designs products.

For **AFD MODEL HOME** displays, a 50% co-op credit will be issued for all AFD supplied components (AFD units, accessories, gas log sets or other media). Credit does not apply to labor or other materials used in the display installation. Project must have a projected build out of at least 10 homes.

**All** requests for display credits must be accompanied by a fully completed and signed copy of the Co-op Claim Form with a clear photo of the product at the **MODEL HOME** location for which credit is being requested.

### **CO-OP ADVERTISING AND PROMOTIONAL ALLOWANCE:**

To be eligible for Co-op funds, you must comply with Peterson's written Advertising and Promotion Policies and Selling Policies. To obtain credit, the "Co-op Promotion and Advertising Request Form" along with proof of advertising must be submitted.

- To qualify, AFD Dollar Volume must be \$10,000 or more
- Credit fund is 2% of total of last year's purchases
- 50/50 split on ads that are solely dedicated to Peterson products or the Peterson products portion of the ad when non-competing products are advertised along with Peterson products
- 25/75 split with Peterson paying 25% of the Peterson products portion of the ad when competing products are advertised along with Peterson products.

Requests for credit may be submitted at any time prior to March 31, 2027. Your account must be current to qualify for advertising Co-op funds. Any Co-op Credit not used within 12 months of issue will be cancelled.