WEPS Price Discounting!

Posted by Billabong - 17 Sep 2012 19:43

I see this added to Howes Knife Shop.

"This was just brought to our attention so sale pricing on this category will be affective starting 9-16."

"Up until now all Dealers that I am aware of have kept their prices in line with Kay and Clay Allison of WE, apparently that has changed.

We seem to have one of their dealers now offering a Lowest Price Guarantee which is certainly their right but you have to ask why when no one that I am aware of was undercutting WE pricing.

I have decided to start the sale with 10% OFF at checkout and those on the fence a chance to be part of commerce in action.

At the very least you will get additional discounting from this other dealer and a great price on your WE."

www.howesknifeshop.com/wicked-edge-precision-knife-sharpeners/

So the prices are no longer fixed?

I assume they are talking about this?

www.oldawan.com/Low-Price-Guarantee.html

Someone mistaken perhaps?

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Re: WEPS Price Discounting!

Posted by wickededge - 17 Sep 2012 20:23

Billabong,

Thanks for posting this, it is news to me. We'll be taking action on it immediately. We insist on MAP pricing with all our dealers.

--Clay

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Re: WEPS Price Discounting!

Posted by wickededge - 17 Sep 2012 20:25

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On reading through Oldawan's site, I'm not seeing anything specific about Wicked Edge and their pricing at first glance seems correct. Either way, we'll go through all of our dealers websites and check their pricing.

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Re: WEPS Price Discounting!

Posted by Ayglass - 17 Sep 2012 21:18

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Interesting. I'm sure at some point WE will get to the level of popularity that would support pricing/value added offers by resellers.

Just consider where the money goes. If a dealer purchases the WE at a wholesale price then offers it at some price more than wholesale then Clay sold a unit at wholesale and the dealer got his percentage.

If that dealer offers a service that you need (such as a demo unit to look at, a place to pick one up locally, etc) then he's earned that percentage. If he's just a different name to buy from, I personally prefer to buy from the guy who invented it so that money goes back in to R&D for improvements.

Plus it's kinda nice to be able to ask Kay "can I get this add-on with it" and get a "yes you can" reply.

- Andy

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Re: WEPS Price Discounting!
Posted by Billabong - 19 Sep 2012 21:48

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wickededge wrote:

I'm not seeing anything specific about Wicked Edge.

I'm guessing the words "Lowest Price Guarantee" sparked the interest.

Both sites quoted this line.

Perhaps adding "Excluding Wicked Edge Products" would clear it up on Oldawan's site?

Anyway, my curiosity is satisfied.

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Re: WEPS Price Discounting!
Posted by Billabong - 20 Sep 2012 21:18

I see Howes Knife Shop removed their discount offer and Oldawan has included this line.

"If you find a lower total delivered price on an identical product we'll match that competitor's price on all Wicked Edge products and beat it by 5% on all others products!"

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Re: WEPS Price Discounting!
Posted by Billabong - 15 Oct 2012 11:15

I see a couple of sites still have the ProPack II at $675, but Clay now has it at $699.

Has the new anglebar added $25 to the price Clay?

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Re: WEPS Price Discounting!
Posted by Mikedoh - 15 Oct 2012 11:52

I thought it was whether an angle cube was included, but cube is $35.

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Re: WEPS Price Discounting!
Posted by wickededge - 15 Oct 2012 12:37

Yes, it is the addition of the new angle bar. I'll make sure we communicate to all the dealers that the price is $699.

Billabong wrote:

I see a couple of sites still have the ProPack II at $675, but Clay now has it at $699.

Has the new anglebar added $25 to the price Clay?

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Re: WEPS Price Discounting!
Posted by Billabong - 19 Oct 2012 01:44

At least us Aussies (or Internationals) can now buy the ProPack II without the stone base. **($616)**

Also $15 off International shipping.

Freight kills the cost of including the stone.

Our Aussie dealer (TonyJ) doesn't sell the ProPack I or II for this reason.

"We do not import the bases from the US due to the high cost of shipping."

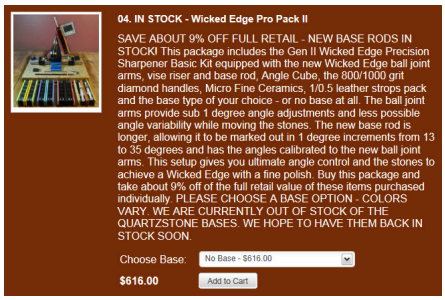
www.sharpfection.com.au/wicked-edge/

I bought the basic kit, then all the stones seperately.

I'm told I can't buy direct from Clay. (only the arms)

Cheers Bob! (Oldawan)

www.oldawan.com/Products.html



While over at "Howes", we are getting something special?

www.howesknifeshop.com/wicked-edge-preci...e-in-stock-10-23-som

edit- Someone needs to send Howes some updated pics, that is the system as it was when it won in that show.

Both pics are current and details added today! (October 18)

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