

# PRICING MODEL AND DEALER MARGIN CHART

## WORKING ASSUMPTIONS

This version treats \$20,000 per print box as estimated break even cost. The prior \$40,000 figure is treated as a target revenue per full print box, not as Mangrove cost.

Size / Rim	WT Burner Kit	WT MSRP	Mangrove Burner Cost	Print Cost Allocation*	Std. Accessory Kit	Std. Accessory Cost	Est. Total Cost	Suggested MSRP	Dealer Net (30% off MSRP)	Dealer Gross Profit \$	Mangrove Gross Profit \$	Mangrove GM at Dealer Net
30 Narrow	U100ALPL18C	\$585	\$321.75	\$370.37	FK1	\$104.50	\$796.62	\$3,490	\$2,443	\$1,047	\$1,646.38	67.4%
36 Wide	U100ALPL18C	\$585	\$321.75	\$666.67	FK1	\$104.50	\$1,092.92	\$4,490	\$3,143	\$1,347	\$2,050.08	65.2%
36 Narrow	U140ALPL24C	\$881	\$484.55	\$666.67	FK1	\$104.50	\$1,255.72	\$4,990	\$3,493	\$1,497	\$2,237.28	64.1%
42 Wide	U140ALPL24C	\$881	\$484.55	\$833.33	FK1	\$104.50	\$1,422.38	\$5,990	\$4,193	\$1,797	\$2,770.62	66.1%
42 Narrow	U240ALPL30C	\$1,235	\$679.25	\$833.33	FK1	\$104.50	\$1,617.08	\$6,490	\$4,543	\$1,947	\$2,925.92	64.4%
48 Wide	U240ALPL30C	\$1,235	\$679.25	\$833.33	FK1	\$104.50	\$1,617.08	\$7,490	\$5,243	\$2,247	\$3,625.92	69.2%
48 Narrow	U300ALPL36C	\$1,732	\$952.60	\$833.33	FK2	\$228.80	\$2,014.73	\$8,490	\$5,943	\$2,547	\$3,928.27	66.1%
54 Wide	U300ALPL36C	\$1,732	\$952.60	\$1,851.85	FK2	\$228.80	\$3,033.25	\$9,990	\$6,993	\$2,997	\$3,959.75	56.6%
60 Narrow	U420ALPL48C	\$2,474	\$1,360.70	\$1,776.50	FK2	\$228.80	\$3,366.00	\$10,990	\$7,693	\$3,297	\$4,327.00	56.2%
66 Wide	U420ALPL48C	\$2,474	\$1,360.70	\$2,710.00	FK2	\$228.80	\$4,299.50	\$12,990	\$9,093	\$3,897	\$4,793.50	52.7%

## NOTES

- \* Print cost allocation uses \$20,000 per full print box as estimated break even cost, not \$40,000. The \$40,000 figure is treated as a target revenue benchmark.
- \* Print box assumptions follow the Mangrove production box of 16 ft x 8 ft x 5 ft, using direct packing for smaller SKUs and pricing credit for recovered center capacity on larger round SKUs.
- \* Warming Trends burner cost is calculated at 55% of WT MSRP, based on a 45% dealer discount assumption.
- \* Standard accessory cost uses FK1 for 30 through 48 Wide and FK2 for 48 Narrow through 66 Wide. This captures the match lit accessory package only.
- \* This model does not yet include venting, LP hose and regulator, access panel, media, freight, or any valve extension beyond the standard FK kit.
- \* Dealer net assumes a standard 30% discount off MSRP, leaving the dealer a 30% gross margin opportunity at full retail.

## REFERENCE MARGIN VIEW

### SUMMARY

Size / Rim	Units / Print Box	Est. Total Cost	Dealer Net	Mangrove Gross Profit \$	Mangrove GM at Dealer Net
30 Narrow	54	\$796.62	\$2,443	\$1,646.38	67.4%
36 Wide	30	\$1,092.92	\$3,143	\$2,050.08	65.2%
36 Narrow	30	\$1,255.72	\$3,493	\$2,237.28	64.1%
42 Wide	24	\$1,422.38	\$4,193	\$2,770.62	66.1%
42 Narrow	24	\$1,617.08	\$4,543	\$2,925.92	64.4%
48 Wide	24	\$1,617.08	\$5,243	\$3,625.92	69.2%
48 Narrow	24	\$2,014.73	\$5,943	\$3,928.27	66.1%
54 Wide	9	\$3,033.25	\$6,993	\$3,959.75	56.6%
60 Narrow	9	\$3,366.00	\$7,693	\$4,327.00	56.2%
66 Wide	6	\$4,299.50	\$9,093	\$4,793.50	52.7%

### NESTING NOTE

- \* 54 Wide: inner diameter is assumed to allow room for one 30 inch fire table inside the vessel during printing.
- \* 60 Narrow: inner diameter is assumed to allow room for one 42 inch, 36 inch, or 30 inch fire table inside the vessel during printing.
- \* 66 Wide: inner diameter is assumed to allow room for one 42 inch, 36 inch, or 30 inch fire table inside the vessel during printing.
- \* These nesting notes describe available center space only. The Units / Print Box column shows whole-number production counts, not fractional pricing equivalents.