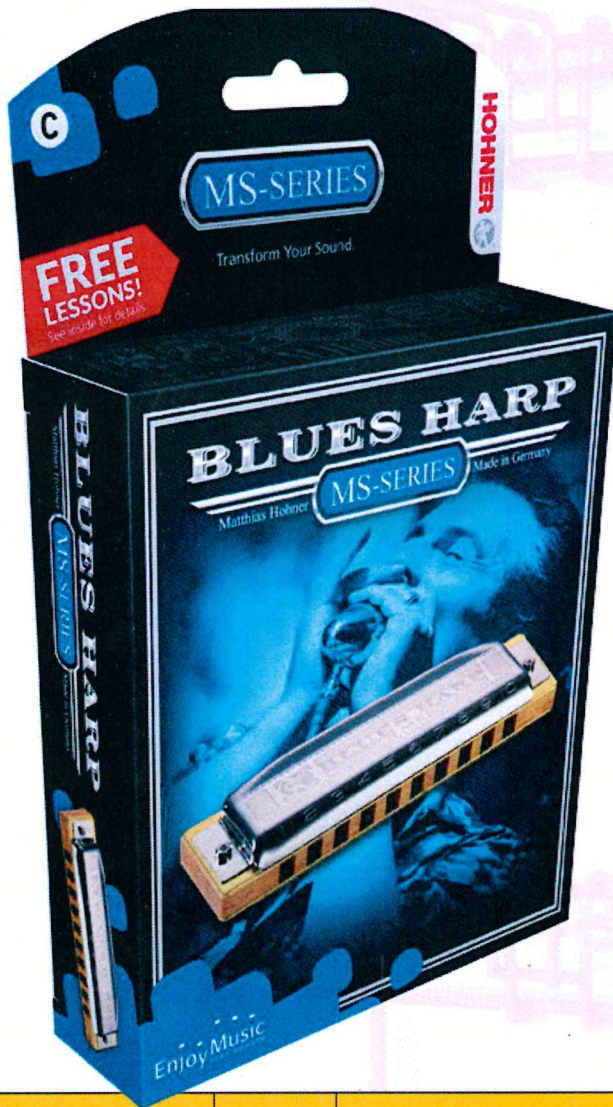


Background: The POP solution we introduced 2014 offers maximum visibility in the stores and maximum sales support on the packaging.

Initiative: In order to improve stock keeping capacities at the POS HOHNER is offering additional smaller boxes for the high volume selling harmonicas starting April 2016.

HOHNER



- All Harmonicas listed below will be available in the standard packaging size as well as in new small boxes.
- The additional version is going to be offered for the same price as the standard packaging.
- The small boxed version can be ordered in packaging units of 5.
- The small boxes are going to come with a special hang tag for use with the current POP displays.
- All harmonicas or keys not listed are going to be available in the standard POP packaging only.
- The POP displays are going to be continuously available to be placed at as many MI retailers as possible.

Picture	Order No.	Product
	M1896017	Marine Band 1896 Small Box C-major
	M1896037	Marine Band 1896 Small Box D-major
	M1896087	Marine Band 1896 Small Box G-major
	M1896107	Marine Band 1896 Small Box A-major
	M2013017	Rocket Small Box C-major
	M560017	Special 20 Small Box C-major
	M560037	Special 20 Small Box D-major
	M560057	Special 20 Small Box E-major
	M560087	Special 20 Small Box G-major
	M560107	Special 20 Small Box A-major
	M542017	Golden Melody Small Box C-major

Picture	Order No.	Product
	M532017	Blues Harp Small Box C-major
	M532037	Blues Harp Small Box D-major
	M532057	Blues Harp Small Box E-major
	M532087	Blues Harp Small Box G-major
	M532107	Blues Harp Small Box A-major
	M564017	Pro Harp Small Box C-major
	M590017	Big River Harp Small Box C-major
	M590087	Big River Harp Small Box G-major
	M590107	Big River Harp Small Box A-major
	M5040167	Silver Star Small Box C-major
	M5040367	Silver Star Small Box D-major
	M5040567	Silver Star Small Box E-major
	M5040867	Silver Star Small Box G-major
	M5041067	Silver Star Small Box A-major

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