

# AMERICAN LEATHER®

## 2025 Promotional Calendar

### WINTER MOTION SALE

Dates: 1/17 - 2/17

- Consumer Offer: 10% off MRP for all Motion
- Retailer Discount: Participating Retailers receive 5% off wholesale pricing
- Qualifying Product: All Motion products including: SIM Series, Re-invented Recliner, Comfort Air, Comfort Echo, Comfort Relax, Comfort Solace, Classic Recliner
- Sale Participation AND Proof of Advertising Due: Friday, Jan 3, 2025
- Available Assets: Dec 13, 2024

### SPRING ALU AMERICAN LEATHER UNIVERSITY

Dates: 3/4 - 3/6

### SPRING SLEEPER SALE

Dates: 2/28 - 3/31

- Consumer Offer: 10% off MRP for all Comfort Sleeper styles (incl. matching stationary pieces)
- Retailer Discount: Participating Retailers receive 5% off wholesale pricing
- Qualifying Product: All Sleeper products including: Comfort Sleeper, Sleeper Silver, Today Sleeper
- Sale Participation AND Proof of Advertising Due: Friday, Feb 7, 2025
- Available Assets: Jan 17, 2025

### MAY | RECLINER SALE

Dates: 5/16 - 6/2

- Consumer Offer: 10% off MRP for all Recliners styles (incl. matching stationary pieces)
- Retailer Discount: Participating Retailers receive 5% off wholesale pricing
- Qualifying Product: All products including: Comfort Air, Comfort Echo, Comfort Solace, Comfort Relax, Re-invented Recliner, Classics Recliner, Comfort Recliner
- Sale Participation AND Proof of Advertising Due: Friday, April 25, 2025
- Available Assets: April 4, 2025

### SUMMER STATIONARY SALE

Dates: 6/27 - 7/14

- Consumer Offer: 10% off MRP for all Stationary and Accent styles
- Retailer Discount: Participating Retailers receive 5% off wholesale pricing
- Qualifying Product: All Stationary and accent styles
- Sale Participation AND Proof of Advertising Due: Friday, June 6, 2025
- Available Assets: May 16, 2025

### SUMMER ALU AMERICAN LEATHER UNIVERSITY

Dates: 8/19 - 8/21

### FALL SLEEPER SALE

Dates: 8/22 - 9/22

- Consumer Offer: 10% off MRP for all Comfort Sleeper styles (incl. matching stationary pieces)
- Retailer Discount: Participating Retailers receive 5% off wholesale pricing
- Qualifying Product: All Sleeper products including: Comfort Sleeper, Sleeper Silver, Today Sleeper
- Sale Participation AND Proof of Advertising Due: Friday, July 25, 2025
- Available Assets: July 11, 2025

### WINTER HOLIDAY SALE

Dates: 11/7 - 12/8

- Consumer Offer: \$100 off every \$1000 spend
  - \*Thanksgiving order: ship by 11/10
  - \*Christmas order: ship by 12/1
- Qualifying Product: All products
- Sale Participation AND Proof of Advertising Due: Friday, Oct 17, 2025
- Available Assets: September 26, 2025