



BRAND MINIMUMS (NEW ACCOUNTS)

OAKLEY'S BRAND STANDARDS INCLUDE MINIMUM ON HAND INVENTORY LEVELS ACROSS OUR BRANDS, ALLOWING YOU TO PROPERLY DISPLAY THE DEPTH OF THE BRAND TO YOUR END CONSUMERS. THOSE BRAND MINIMUMS ARE AS FOLLOWS:

60 PIECE MIN. OPENING ORDER FOR SUN & OPHTHALMIC

**36 PIECE MIN. OPENING ORDER FOR OPHTHALMIC ONLY
(OX) MUST INCLUDE 12 PIECE MIN.
OPENING ORDER FOR OPHTHALMIC YOUTH (OY)**

*MUST CARRY OAKLEY OPHTHALMIC FRAMES TO ACCESS OAKLEY SUNGLASSES.

Sunglasses

OAKLEY SUNGLASSES (OO):
24 UNITS

Ophthalmic

OAKLEY OPHTHALMIC FRAMES/ OX:
36 UNITS

OAKLEY OPHTHALMIC YOUTH / OY:
12 UNITS

**LOCAL SALES REP WILL DETERMINE ORDER BASED ON REGIONALITY.