Our new pricing model encourages customers to belong to our Color Club program in order to receive some of the best pricing when we do not have an advertised sale in process. Under this new pricing model Hirshfield's has increased the new Retail-List price that a consumer would pay if they choose not to sign up for the Color Club program.

If you run into resistence by a retail customer who does not wish to be a Color Club member and is upset with the new increased Everyday retail prices you can utilize the "retail disc-non CC" level. You need to go to the "Unit Price" drop down bar and select the "retail disc – non CC" price.

This change is reflected in the "MarginException Report." This should not be used as a new everyday price.

