

Category	Boutique (1.8×)	Keystone (2×)	Premium (2.2×)	High Markup (2.5×)
Resin Ornaments	\$12–13	\$13–14	\$14–16	\$16–18
Pull & Push Puppets	\$8–13	\$9–15	\$10–16	\$11–18
Ornament Sets	\$20–31	\$22–34	\$25–37	\$28–43
Chubby Nutcrackers (8")	\$23	\$26	\$28	\$32
10" Character Nutcrackers	\$23	\$25–26	\$28–29	\$31–33
10" Regular Nutcrackers	\$17–19	\$19–21	\$21–24	\$24–26
12" Nutcrackers	\$25–32	\$28–36	\$31–40	\$36–45
14" Nutcrackers	\$27–32	\$30–36	\$33–39	\$38–44
15" Nutcrackers	\$30–35	\$34–38	\$37–40	\$42–49
20" Nutcrackers	\$40–64	\$45–72	\$49–79	\$56–89
Mini Snow Globes	\$9	\$10	\$11	\$13
65mm Standing Snow Globes	\$17–18	\$19–20	\$21–22	\$24–25
100mm Snow Globes	\$46–51	\$52–56	\$57–63	\$64–70
Socks	\$10–14	\$11–16	\$12–17	\$14–19
Plush Dolls & Puppets	\$27–28	\$30–31	\$33–34	\$38
Charms (excluding bracelets/keychains)	\$9–14	\$10–16	\$11–18	\$12–20
Earrings	\$17–18	\$19–20	\$21–22	\$24–25
Necklaces	\$13–19	\$14–21	\$17–23	\$19–27
Porcelain Figurines	1.5× recommended	Adjusted Keystone (1.7×)	Upper Range (1.8×)	High Markup (2×, limited)