# WEARE ONE FACTORY









# **Banners**



## **13oz Vinyl Banner**

#### **Features**

- 3 oz Matte Scrim Banner
- Full color UV printed Indoor and outdoor ready
- Free hemming and grommets
- Additional finishing available
- Welded oversized banners available

\$2 sq ft + tax



## **18oz Blackout Banner**

#### **Features**

- 18 oz matte blockout banner
- Full color UV printed Indoor and outdoor ready
- Single or double sided Double sided printed front and back
- Free hemming and grommets
- Additional finishing available
- Welded oversized banners available

#### \$3.15 sq ft



## **Mesh Banner**

#### **Features**

- 10 oz mesh banner 70/30 perforation
- Full color UV printed Indoor and outdoor ready
- Single or double sided Double sided = 2 banners sewn back to back
- Free hemming and grommets
- Additional finishing available
- Welded oversized banners available

#### \$2.10 sq ft



## **Backlit Banner**

#### **Features**

- 15 oz backlit banner for large light boxes
- Full color UV printed
- Free hemming and grommets
- Additional finishing available
- Single Layer (daytime use) or Double Layer (night-time use)

\$8.50 sq ft



## Indoor Banner/Super Smooth

#### **Features**

- · Smooth PVC banner Double White Popup
- Full color UV printed
- Single sided
- · Free grommets

#### \$2.10 sq ft



## **Pole Banner**

#### **Features**

- 18 oz matte blockout banner
- . Full color UV printed
- Double sided
- 2" Pole pockets top and bottom
- · Additional finishing available
- · Banner printed front and back Sides are unhemmed
- · Windslits available

#### \$3.75 sq ft



## Fabric Banner (9oz Wrinkle Free)

#### **Features**

- 9 oz polyester Dye sublimated Wrinkle resistant
- · Used for photo backdrops, tapestries, indoor banners
- · Custom sizes includes free hemming and grommetsback
- Single sided
- Maximum size 8' x 100' no oversized prints
- Additional finishing available

#### \$3.35 sq ft



## Fabric Banner (9.5oz Blackout)

#### **Features**

- 9.5 oz polyester Dye sublimated Internal blockout layer
- · Used wherever backlighting is undesirable
- · Custom sizes includes free hemming and grommets
- Single sided
- · Maximum size 8' x 150' no oversized prints
- · Additional finishing available

\$8.50 sq ft



## **Tension Fabric**

#### **Features**

- 8.8oz 2-way stretch polyester Dye sublimated
- Used for tradeshow displays and fabric wraps
- Custom sizes includes free hemming and grommets
- Single sided
- Maximum size 90' x 100' no oversized prints
- Additional finishing available

#### \$6.75 sq ft

# **Custom Stickers**







#### Solid Vinyl / Holographic Vinyl / Clear Vinyl all shape/custom die cut

#### **Features**

- A variety of shapes and sizes
- Print by Size
- Min order of 100
- Vary designs on each sticker

SIZE:	2" X 1"	2" x 2"	3" x 2"	SIZE:	3" X 3"	4" x 3"	4" x 4"
100	\$50	\$80	\$120	100	\$160	\$200	\$220
200	\$80	\$140	\$200	200	\$220	\$300	\$360
300	\$120	\$200	\$250	300	\$330	\$420	\$500
500	\$160	\$250	\$400	500	\$500	\$600	\$660
600	\$190	\$280	\$450	600	\$580	\$720	\$800
900	\$240	\$450	\$600	900	\$660	\$900	\$1200
1200	\$300	\$550	\$850				
1500	\$380	\$650	\$950				

For larger sizes, or questions, please submit a request





#### **Sheet - Kiss Cut Sheet Sticker**

#### **Features**

- A variety of shapes and sizes
- 12" x 18" kiss-cut sheets
- Vary designs on each sticker
- Min order 25 sheets

1" x 5/8 round corner (60 per sheet): \$1500 total 2"x 4" round corner (20 per sheet): \$500 total 2" circle (40 per sheet): \$1000 total 3 1/4" circle (15 per sheet): \$375 total

Custom Sizes or larger orders, or for more info, submit a request







## **DTF Printing**

#### **Features**

- Direct to Film fabric transfers
- CMYK + White Ink
- Quick melt Cold Peel
- Gang Sheets: sizes 22" x 36"
- Custom sizes: up to 22" x 60"
- Transfers to cotton, polyester, or blends, regardless of color
- File requirements: PDF or PNG w/transparent background (300dpi recommended)

Submit a request for pricing and timing information

# **Banner Stands**



## **Tension Fabric Stand**

#### **Features**

- Dye sub pillowcase graphics
- Single or double sided Same great price!
- Tube hardware clicks together no tools required
- Replaceable graphics for use year after year
- Complimentary carrying case

36"x90": \$265.75 (single & double sided)
48"x90": \$340.69 (single & double sided)
LED attachments are available; email for costs



## **X-Stand**

#### **Features**

- · Lightweight banner display
- Easy to assemble, install and change out graphics
- Super smooth popup graphics available
- Grommets hold graphic in place
- Complimentary carry bag holds hardware and prints

24"x63": \$81.16 (matte banner)

24"x63": \$93.40 (double white popup)

32"x71": \$92.32 (matte banner)

32"x71": \$111.84 (double white popup)



## Standard Retractable

#### **Features**

- UV printed fabric graphic curl-free edges
- Compact aluminum hardware with two stabilizing feet
- Quick setup
- Complimentary travel bag

23"x66": \$120.09 24"x81": \$122.88

33"x81": \$106.18

33"x81" (black): \$155.12

47"x81": \$182.52

LED attachments are available; email for costs



## **Step and Repeat Backdrop**

#### **Features**

- Large tube hardware more durable than the competition
- Adjustable height and width
- Dye sub graphics are easy to install and replace
- Low sheen fabric is great for photo backdrops
- Complimentary carrying bag

• Single sided only

8' W x 8' H : \$298.96 9' W x 8' H : \$304.53 10' W x 8' H : \$310.09 Call about custom sizes



## **Deluxe Retractable**

#### **Features**

- UV printed fabric graphic curl-free edges
- Upscale aluminum hardware with chrome endcaps
- Single or double sided Adjustable height pole
- Complimentary travel bag

33"x81", Single Sided: \$154.00 33"x81", Double Sided: \$306.46

LED attachments are available, email for costs



## SD Retractable

#### **Features**

- Premium retractable hardware Chrome accents
- Adjustable height
- UV printed no curl fabric graphics
- Complimentary carrying case

36" x 69" : \$199.59 36"x92" : \$201.81 36" x 80" : \$200.70 48" x 69" : \$238.33 48" x 80" : \$244.45 48"x92" : \$251.12 60" x 80" : \$290.74 60"x92" : \$299.08

LED attachments are available, email for costs



## **Table Top Banner Stand**

#### **Features**

- Mini retractable
- UV printed flat vinyl graphic retracts for storage
- Ultra-compact fits in carryon luggage
- 2-step quick setup
- Full color table top signage

\$ 52.81

# **Advertising Flags**



## **Feather Angled Flag**

#### **Features**

- Indoor/Outdoor flags
- Single or Double sided
- Dye Sublimated 4 oz polyester mesh flag material
- Fiberglass and aluminum pole set
- Base options for indoor and outdoor
- Optional carry bag

Small-9 ft.: \$137.56 Medium- 10.5 ft.: \$137.56 Large- 14 ft.: \$141.56 X-Large- 18 ft.: \$150.56



## Feather Convex Flag

#### **Features**

- Indoor/Outdoor flags
- Single or Double sided
- Dye Sublimated 4 oz polyester mesh flag material
- Fiberglass and aluminum pole set
- Base options for indoor and outdoor
- Optional carry bag

Small-9 ft.: \$137.56 Medium- 10.5 ft.: \$137.56 Large- 14 ft.: \$141.56 X-Large- 18 ft.: \$150.56



## Teardrop Flag

#### **Features**

- Indoor/Outdoor flags
- Single or Double sided
- Dye Sublimated 4 oz polyester mesh flag material
- Fiberglass and aluminum pole set
- Base options for indoor and outdoor
- Optional carry bag
  Small-7 ft.: \$137.56
  Medium- 9 ft.: \$137.56
  Large- 11.2 ft.: \$141.56
  X-Large- 13.5 ft.: \$150.56



## **Econo Feather Flag**

#### **Features**

- 16 ft Outdoor Flag
- Durable 4 oz dye sub polyester flag graphic
- Aluminum pole set with ground stake
- Single sided only
- Flag edge flutters in windy conditions

\$ 160.97



## **Rectangle Flag**

#### **Features**

- Indoor/Outdoor flags
- Single or Double sided
- Dye Sublimated 4 oz polyester mesh flag material
- Fiberglass and aluminum pole set
- Base options for indoor and outdoor
- Optional carry bag

Small-8.5 ft.: \$194.37 Medium- 11.8 ft.: \$205.94 Large- 15 ft.: \$247.94



## **Custom Pole Flag**

#### **Features**

- Indoor/Outdoor flags
- Single or Double sided
- Full color dye sub on 4 oz flag polyester
- Custom width and height (Up to 62" x 100")
- Grommet strip extends flag lifetime
- Optional pole and wall bracket for house flags

3" x 2" : \$ 79.02 5" x 3" : \$ 129.02 6" x 4" : \$ 179.11 Custom Size Available

# **Trade Show Products**

## **Non-Lit SEG Products**



## **3Ft SEG Fabric Stand**

#### **Features**

- 118" x 89" display
- Seamless full color UV print 6 oz fabric material
- Silicone edged graphic slots into hardware for easy install
- Quick assembly aluminum frame
- Single or double sided

\$ 254.52 (single sided)

\$ 343.46 (double sided)



## **10Ft SEG Fabric Stand**

#### **Features**

- 118" x 89" display
- Seamless full color UV print 6 oz fabric material
- Silicone edged graphic slots into hardware for easy install
- Quick assembly aluminum frame
- Single or double sided

\$ 669.47 (single sided)

\$ 900.39 (double sided)



## **20ft SEG Fabric Stand**

#### **Features**

- 236" x 89" display
- Seamless full color UV print 6 oz fabric material
- Silicone edged graphic slots into hardware for easy install
- Quick assembly aluminum frame
- Single or double sided

\$ 1327.61 (single sided)

\$ 1600.39 (double sided)

## **Backlit SEG Products**



## **10ft SEG Backlit Display**

#### **Features**

- 118" x 88" backlit display
- Silicone edged graphics slot into hardware for easy install
- LED lighting creates even illuminated graphics
- Slim aluminum hardware for sleek appearance
- Single or double sided

\$ 2166.64 (single sided)

\$ 2297.57 (double sided)



## **8ft SEG Backlit Display**

#### **Features**

- 88" x 88" backlit display
- Silicone edged graphics slot into hardware for easy install
- LED lighting creates even illuminated graphics
- Accordion style hardware expands for display
- Single or double sided

\$ 1515.75 (single sided)

\$ 1612.79 (double sided)



## 10ft SEG Popup Backlit Display

#### **Features**

- 117" x 88" backlit display
- Silicone edged graphics slot into hardware for easy install
- LED lighting creates even illuminated graphics
- Accordion style hardware expands for display
- Single or double sided

\$ 2166.64 (single sided)

\$ 2297.57 (double sided)



## **Custom SEG Backlit Display**

#### **Features**

- Custom size up to 40" x 10"
- 6oz UV printed polyester fabric
- 3mm x 11mm silicon keder

Call / email about custom sizes, prices

# **Custom Event Tents**



## **Event Tent**

#### **Features**

- 10' x 10' full color custom tent
- Heavy Duty aluminum hex frame
- 6 oz weatherproof tent fabric dye sublimated
- Optional printed walls and flags
- Carry bag included Premium wheeled bag available

#### Tents are \$835



## Tent Wall (Full & Half)

#### **Features**

- Dye-sub printed walls on 6oz weatherproof tent fabric
- Full Walls attach to event tent hardware via Velcro loops
- Half Walls have a top pole pocket for the half wall hardware and velcro loops for the sides
- Single and Double sided available for Half Walls, Single sided only for Full Walls

Full walls are \$300 (discounted if more than one ordered)
Half walls are \$250 (available as double sided)



## Tent Flag Kit

#### **Features**

- Add our popular flags to a tent
- Clamp connector attaches to hex frame leg
- Compatible with Feather/Teardrop flags in Small and Medium
- Single and Double sided
- Dye-sub printed flag material is durable for outdoor events

#### Feather medium flag- \$150

# **Table Throws**



## 4' Table Throw

#### **Features**

- 8.8 oz tension fabric table cover
- Full color dye sub
- Fits standard 4' tables
- Open back for sitting behind table during exhibitions
- Closed back for 360 degree table coverage

3 sided (Open Back): \$85.50 4 sided (Close Back): \$107



## 6' Table Throw

#### **Features**

- 8.8 oz tension fabric table cover
- Full color dye sub
- Fits standard 4' tables
- Open back for sitting behind table during exhibitions
- Closed back for 360 degree table coverage

3 sided (Open Back): \$101.66 4 sided (Close Back): \$125.09



## 8' Table Throw

#### **Features**

- 8.8 oz tension fabric table cover
- Full color dye sub
- Fits standard 4' tables
- Open back for sitting behind table during exhibitions
- Closed back for 360 degree table coverage

3 sided (Open Back): \$105.25 4 sided (Close Back): \$144.25



## **Stretch Table Cover**

#### **Features**

- 8.8 oz tension fabric fitted table cover
- Full color dye sub all over print
- Sized to fit 6' or 8' collapsible tables

6ft: \$168.70 8ft: \$194.70



## **Table Runner**

#### **Features**

- 8.8 oz tension fabric hemmed runner
- Full color dye sub all over print
- Custom sizes ask about sizing and costs!
- Washable economic way to brand solid throws

Table Runner Only \$52.50 (24" x 72")

Table Runner + Solid Color Throw Combo \$67.50



## **Solid Color Table Throws**

#### **Features**

- 7 oz factory dyed table covers
- Sized to fit 6' or 8' foot tables
- Multiple colors available
- Printing unavailable

\$45.02 ft

# **Tension Fabric Displays**



## **Curve Tension Fabric Display**

#### **Features**

- Tradeshow fabric displays for exhibits and backdrops
- ullet 8' and 10' floor standing displays
- 6ft display designed for tabletops
- · Curved frame is freestanding
- Single or double sided tension fabric dye-sub print
- Tool free tube hardware -- fast assembly
- Carry bag included for 6', 8' and 10' displays
- Hard case / Podium options available for 8' and 10'

6ft -- \$455 8ft -- \$528 10ft -- \$545

\*\* call about double side pricing; price increases with options of hard case option, hard case option with podium print, or LED lights (2)



## Straight Tension Fabric Display

#### Features

- Tradeshow fabric displays for exhibits and backdrops
- Options for 8', 10', 20' tradeshow stalls
- Straight/flat display has stabilizing feet
- Single or double sided tension fabric dye-sub print
- Tool free tube hardware -- fast assembly
- Carry bag included Hard case / Podium options available

8ft -- \$528 10ft -- \$595.45 20ft -- \$925.62

\*\* Price increases with options of hard case option, hard case option with podium print, or LED lights (2)



## **Tradeshow Booth Kits**

#### **Features**

• Immersive Modular Packages in multiple sizes

10'x 10' Booths – 20 Packages available, starting at \$2476.30 10'x 20' Booths – 10 Packages available, starting at \$4614.39 20' x 20' Booths – 2 Packages available, starting at \$15476.31

Tradeshow Booths take a min 10 days to produce

# **Large Format**



## **Vehicle Wraps**

#### **Features**

- Estimate varies per vehicle; full, partial or die cut options
- Vehicle wrap cast vinyl
- Over-laminate options (gloss, matte, satin, glitter)
- Air release backing for no bubble installation
- Conformable film, slide able and repositionable with medium tack
- Eco-solvent printed, Indoor/Outdoor use

Submit a request with year, make, model, or dimensions for pricing and scheduling information







## **Adhesive Window Perf**

#### **Features**

- 70/30 perforated window graphics
- Black adhesive backing for 1-way window vi
- UV printed for durability single sided printing only
- Indoor and outdoor material

Submit a request with dimensions for pricing and scheduling information





## **Premium Window Cling**

#### **Features**

- 8mil low tack window cling
- Premium cling material with water-free installation
- Easy to reposition and reuse
- Mini-dot adhesive backing no bubbles and easy install
- No residue removal easy to reposition time and again
- Full color UV print long lasting in outdoor conditions

The maximum size for this product is 1200" x 52"

Submit a request with dimensions for pricing and scheduling information

## **Adhesive Translucent Vinyl**



#### **Features**

- 3mil illumination vinyl film for light boxes
- 2.5 mil over laminate protects prints
- Adhesive decal sticks to Lexan, acrylic and other lit sign faces
- · Indoor and outdoor safe
- · Optional double layer print

The maximum size for this product is 1200" x 52"
Submit a request with dimensions for pricing and scheduling information





## **Floor Graphic**

#### **Features**

- 3 mil floor vinyl with 7 mil floor lamination
- Non-slip, ultra-durable decal
- · For indoor finished surfaces

The maximum size for this product is 1200" x 52"
Submit a request with dimensions for pricing and scheduling information



## Frosted Vinyl (Etched)

#### **Features**

- Printed vinyl with thick lamination creates privacy film
- CMYK prints
- Semi-opaque vinyl lets in diffuse light
- Allows for privacy when installed on windows
- Indoor and outdoor material

Submit a request with dimensions for pricing and scheduling information

# **Velcro Fabric Popup**



## Curve Velcro Fabric Pop up Display

#### **Features**

- Tradeshow fabric display for exhibits and backdrops
- Options for 8' and 10' tradeshow stalls
- Concave curved shape to draw in customers
- Single sided dye-sub tension fabric print with printed end caps
- Accordion style hardware -- expands for display
- Carry bag included Hard case / Podium options available

8ft -- \$610 10ft -- \$656

\*\* Price increases with options of hard case option, hard case option with podium print, or LED lights (2)



## Straight Velcro Fabric Pop Up Display

#### **Features**

- Tradeshow fabric display for exhibits and backdrops
- Options for 8' and 10' tradeshow stalls
- Straight shape sits on floor
- Single sided dye-sub tension fabric print with printed end caps
- Accordion style hardware -- expands for display
- Carry bag included Hard case / Podium options available

8ft -- \$612 10ft -- \$658

\*\* Price increases with options of hard case option, hard case option with podium print, or LED lights (2)





## **Rigid Signs**

#### **Features**

- 4mm corrugated plastic sign material
- Direct UV printed for long lasting outdoor use
- Custom sizes Grommets or H-stakes available
- · Single or double sided printing

Submit a request with dimensions for pricing and scheduling information





## **Aluminum Sandwich Board**

#### **Features**

- 3mm Aluminum composite panel
- Two 0.15mm aluminum panels on a polyethylene core
- UV printed adhesive vinyl graphics
- Single or double sided
- Long lasting indoor or outdoor signage
- Lighter than solid aluminum panels

The maximum size for this product is 96" x 48"

Submit a request with dimensions for pricing and scheduling information





#### **PVC Board**

#### Features

- 1/8" expanded PVC board like Sintra
- Direct UV prints are durable and scratch proof
- Indoor and outdoor use
- Single or double sided
- Lightweight, slightly pliable
- Great for sign frames and as wall mounted signs

The maximum size for this product is 96" x 48"

Submit a request with dimensions for pricing and scheduling information



## Styrene

#### **Features**

- 020" High Impact Polystyrene
- Block out material
- Matte finish
- Direct printed in full color with UV inks
- Indoor and outdoor safe
- Lays flat after being rolled

The maximum size for this product is 96" x 48"

Submit a request with dimensions for pricing and scheduling information





#### **Foam Board**

#### **Features**

- 3/16" white Foam core
- Polystyrene core with bright white faces
- Direct UV printed
- Single or double sided
- Lightweight and rigid
- Used for indoor signs, in frames and as presentation boards

Submit a request with dimensions for pricing and scheduling information





## **Gatorfoam**

#### **Features**

- 3/16" and 1/2" Geofoam in White and Black
- Similar to foam core but more durable wood fiber faces
- · Lightweight and extremely rigid, surface won't easily dent
- Doesn't warp or bow
- Single or double sided
- UV printed on adhesive vinyl and adhered to faces

Submit a request with dimensions for pricing and scheduling information

# **A Frams and Sign Holders**





## **Banner A- Freame**

#### **Features**

Available as 4FT, 8FT VERSIONS

- 13oz Matte Vinyl Banner
- Portable, easy assembly
- Indoor and outdoor banner display system
- 1piece or 2 pieces
- Aluminum frame easily assembles without tools
- Full color vinyl banner graphics

4ft, 1 piece: \$220.00 4ft, 2 pieces: \$260.00 8ft, 1 piece: \$240.00 8f, 2 pieces: \$290.00

Submit a request with dimensions for pricing and scheduling information



#### **Poster Stand**

#### **Features**

- 60" tall frame holds 22" x 28" insert
- Matte black free-standing indoor sign
- Single or double sided drop in graphics
- Full color 1/8" PVC graphics

Stand + Graphic: \$158.00 Graphic only: \$60.00

Submit a request for scheduling information



## **Snap Poster Hanger**

#### **Features**

- Ready to hang in store
- Supports multiple sizes
- Aluminum banner rails hold graphics
- Hanging tabs for use with suction cups, wires, or nails
- 2-piece set holds graphic top and bottom
- Use with any poster material or B2 popup graphics

24" x 36": \$55 36" x 48": \$75

Submit a request for scheduling information

# Signicade a Frames





## Standard Signicade (white)

#### **Features**

- Genuine Plasticade Signicade
- White hollow body construction
- Single or double sided
- UV printed 24" x 36" adhesive vinyl graphics outdoor safe

Graphic + A-Frame, 1 piece: \$190.00 Graphic + A-Frame, 2 piece: \$202.00

Submit a request for scheduling information





## **Standard Signicade** (white)

#### **Features**

- Genuine Plasticade Signicade Deluxe
- Black/White frame with drop-in graphic recesses
- Single or double sided (front or front/back)
- UV printed 24" x 36" coroplast graphics outdoor safe

Graphic + A-Frame, 1 piece: \$264.00 Graphic + A-Frame, 2 piece: \$284.00

Submit a request for scheduling information





## Simposing II

#### **Features**

- Genuine Plasticade Signicade SimpoSign II
- White frame with drop-in graphic recesses
- Single or double sided (front or front/back)
- UV printed 22" x 28" coroplast graphics outdoor safe
- Lightweight option

Graphic + A-Frame, 1 piece: \$200.00 Graphic + A-Frame, 2 piece: \$220.00

Submit a request for scheduling information

## **Wall Art**



## **Canvas Wrap**

#### **Features**

- Photo quality printed artist canvas material
- · Graphic arrives stretched and ready to hang
- 1.5" MDF stretcher bars for a thick high quality look
- Sizes 8" x 10" to 32" x 48"
- Choose from 4 different edge options (Mirror Image, flat, black or white)
- Hanging kit included

Submit a request for scheduling information





## **Framed Canvas**

#### **Features**

- Premium floating framed canvas for an upscale look
- Pecan, off white or Black frames available
- Canvas mounted to backing board won't dent
- 1.25" frame is a ready to hang gallery art piece

Sizes 16"x 16" to 24"x 36"

Submit a request for scheduling information





## **Framed Poster Art**

#### **Features**

- Complete classic frame kit for 16" x 24" poster print
- Includes full color print, frame, mat board and clear acrylic glazing
- Ready to hang out of the box
- Final product size 23" x 31" including frame

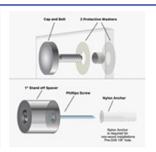
16" x 24": \$75











## **Acrylic Prints**

#### **Features**

- 1/4" Plexiglass sheet Full color backmounted graphic
- Available in 16x24, 20x30, 24x36
- Precut sizes and pre-drilled holes for wall mounts
- 1" chrome standoffs set the sign off the wall for a professional look

Submit a request with dimensions for pricing information



## **Acrylic Photo Blocks**

#### **Features**

- Features Sizes: 4" x 4", 6" x 6", 9" x 6", & 16" x 4"
- Print Surface: Photo Gloss
- Acrylic Finish: Glossy
- Thickness: 3/4" Thick with Polished Edges
- Backing: White Vinyl
- Self-Standing: No Stand Required

Submit a request for scheduling information

# **Backlit Film**



## **Framed Canvas**

#### **Features**

- 10 mil translucent backlit film
- Non-adhesive for use with clear/translucent lit sign faces
- Matte finish
- Large custom sizes up to 59" high and 100' wide
- Thick and heavy duty for long lasting outdoor application
- UV printed

The maximum size for this product is 1200" x 59"

**Submit a request for Pricing and Timing** 

# **Neon Signs**



## **Custom Neon Sign**

#### **Features**

- Custom LED neon sign with your logo, text
- Wall Mounted
- Acrylic Cut

**DIAMETER: 20" to 48"** 

Submit a request for Pricing and Timing