



2018

CUSTOMER SERVICE & ORDERING: (Toll Free) 1-800-461-7272

PROMOTIONAL EVENTS CALENDAR

January

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
1 New Year's Day	2	3	4	5	6	7
PARA PREMIUM ZERO Launch Promotion, PARA ANNUAL BOOKING Dealers Private Discount,						
8	9	10	11	12	13	14
Order/Shipping Period: Jan 2nd to Mar 2nd, 10% OFF (Minimum \$1,500 Order).						
Order Period: Jan 2nd to Feb 16th (Minimum \$1,500 Order).						
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

February

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
			1	2	3	4
PARA PREMIUM ZERO Launch Promotion, PARA ANNUAL BOOKING Dealers Private Discount,						
5	6	7	8	9	10	11
Order/Shipping Period: Jan 2nd to Mar 2nd, 10% OFF (Minimum \$1,500 Order).						
Order Period: Jan 2nd to Feb 16th (Minimum \$1,500 Order).						
12	13	14	15	16	17	18
Family Day ¹ Valentine's Day						
PARA ANNUAL BOOKING Dealers Private Discount,						
19	20	21	22	23	24	25
Family Day ²						
Shipping Period: Feb 12th to Feb 28th.						
26	27	28				

March

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
			1	2	3	4
PARA PREMIUM ZERO Launch Promotion						
5	6	7	8	9	10	11
PARA ULTRA MELAMINE HYBRID Launch Promotion,						
Order Period: Mar 5th to Mar 30th, 10% OFF (No Minimum).						
12	13	14	15	16	17	18
Daylight Savings (clock forward)						
19	20	21	22	23	24	25
St. Patrick's Day						
26	27	28	29	30		
Good Friday						

April

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
						1
2	3	4	5	6	7	8
PARA ULTRA MELAMINE HYBRID Launch Promotion,						
Easter Monday PARA ULTRA LONG WEEKEND Promotion,						
9	10	11	12	13	14	15
Shipping Period: April 2nd to April 27th, 10% OFF (No Minimum).						
Order Period: April 2nd to April 30th, 16.5% OFF (Minimum \$1,500 Order).						
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						
PARA ULTRA LONG WEEKEND Promotion, Shipping Period: April 23rd to May 4th.						

May

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
	1	2	3	4	5	6
PARA ULTRA LONG WEEKEND Promotion, Shipping Period: April 23rd to May 4th.						
7	8	9	10	11	12	13
PARA ULTRA LONG WEEKEND PROMOTION,						
14	15	16	17	18	19	20
Mother's Day						
21	22	23	24	25	26	27
Consumer Sell-Out Sale: May 10th to May 22nd, BUY TWO GET ONE FREE						
28	29	30	31			
Victoria Day						

June

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
Father's Day						
25	26	27	28	29	30	

July

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
						1
2	3	4	5	6	7	8
Canada Day						
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

August

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
		1	2	3	4	5
PARA PREMIUM ZERO & PREMIUM FALL SALE PROMOTION,						
6	7	8	9	10	11	12
Order Period: Aug 1st to Aug 31st, 16.5% OFF (Minimum \$1,500).						
13	14	15	16	17	18	19
Civic Holiday						
20	21	22	23	24	25	26
27	28	29	30	31		
PARA PREMIUM ZERO & PREMIUM FALL SALE PROMOTION, Shipping Period: Aug 27th to Sep 7th.						

September

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
					1	2
PARA PREMIUM ZERO & PREMIUM FALL SALE PROMOTION,						
3	4	5	6	7	8	9
Shipping Period: Aug 27th to Sep 7th.						
10	11	12	13	14	15	16
Labour Day						
17	18	19	20	21	22	23
PARA PREMIUM ZERO & PREMIUM FALL SALE PROMOTION, Consumer Sell-Out Sale:						
24	25	26	27	28	29	30
Sep 17th to Sep 28th, BUY TWO GET ONE FREE						

October

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
1	2	3	4	5	6	7
8	9	10	11	12	13	14
Thanksgiving						
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				
Halloween						

November

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

December

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31 New Year's Eve	Christmas	Boxing Day				

¹ Family Day (BC) ² Family Day (AB, ON, SK)

Event	Order Period:	Shipping Period:	Consumer Sell-Out Sale:
Event #1 – PARA Annual Booking Dealers Private Discount	January 2nd — February 16th	February 12th — February 28th	
Event #2 – PARA Premium Zero Launch Promotion	January 2nd — March 2nd	January 2nd — March 2nd	
Event #3 – PARA Ultra Melamine Hybrid Launch Promotion	March 5th — March 30th	April 2nd — April 27th	
Event #4 – PARA Ultra Long Weekend Promotion	April 2nd — April 30th	April 23rd — May 4th	May 10th — May 22nd
Event #5 – PARA Premium Zero & Premium Fall Sale Promotion	August 1st — August 31st	August 27th — September 7th	September 17th — September 28th
Event #6 – PARA Flex Promotion Dealers Private Discount	January 2nd — December 28th	January 2nd — December 28th	

NOTE: Please make sure all related point of purchase material are displayed in store on these dates.