



robern

2025 SHOWROOM PARTNERSHIP PROGRAM



STRENGTHENING OUR COMMITMENT

To Our Valued Showroom Partner,

As part of an effort to continue refining and improving our Showroom Partnership Program, we’re dedicated to fostering growth, and providing collaborative marketing opportunities so that we can maximize our impact, together.

Sales & Marketing Partnership

- Jointly building connections through A&D events and immersive showroom experiences at our headquarters in Philadelphia, Pennsylvania.
- Providing compelling content for advertising, social media and email marketing.

Accessible Training

- Introducing new products to offer to customers, offering exclusive promos to get them out of catalogs, and onto your sales floors.
- Online training via Robern Masterclass.

Merchandising

- Introducing new products your customers will love, including promos to get them on display.
- Expanding our Flagship Showroom Program, in which Robern partners with key accounts to build out inspirational and luxurious Robern branded vignettes.

At the heart of our brand are personal expression, thoughtful technology, and American craftsmanship. We aim to extend these core values to you, our showroom partners, ensuring you feel empowered to work creatively, seamlessly, and impactfully.

Thank you, as always, for your continued support and ongoing partnership.

Kind regards,

Kim Melendez

Kim Melendez  
Director of Sales

2025 PROGRAM OVERVIEW

PROGRAM LEVEL	TITANIUM	PLATINUM	GOLD
REQUIREMENTS			
ANNUAL PURCHASE REQUIREMENT	\$200,000	\$50,000	\$30,000
BENEFITS	Growth incentive program collaborative marketing immersion trainings	Collaborative marketing immersion trainings	—
ACCOUNT REVIEW	Must complete monthly sales reporting and display review	Must complete quarterly sales reporting and display review	
TRAINING REQUIREMENTS	1. Robern product and trend training 1 session/year - must have an identified robern product expert - must have 1 associate per showroom registered on robern masterclass training program 2. Robern visualizer training - must have an identified robern visualizer expert		
SHOWROOM DISPLAYS <small>(Requirement: remove discontinued items on display past the 6 month discontinuation date.</small>	FOUR FULL VIGNETTES 6 medicine cabinets 6 lights 3 lighted mirrors 4 vanities	THREE FULL VIGNETTES 6 medicine cabinets 4 lights 2 lighted mirrors 3 vanities	TWO FULL VIGNETTES 5 medicine cabinets 2 lights 2 lighted mirrors 2 vanities
PROMOTION PARTICIPATION  Must adopt at least 2 of 3 promotions			Must adopt at least 1 of 3 promotions
TERMS			
MULTIPLIER	.405	.405	.425
DISPLAY MULTIPLIER	.25	.25	.25
SHOWROOM MERCHANDISING	All registration levels eligible		
FREIGHT	Free freight over \$2,000 net		
LEAD TIME	Between 2 to 4 weeks		
QUICK SHIP	Shipping within 72 hours		
ORDER TRACKING	Get 24/7 access to enter orders, check order status, review pricing, tracking information, etc. Everything except inventory. To learn more, visit robern.Com/order-status.		



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## Designed to feel beautiful

**At Robern, beauty isn't just seen, it's felt.  
Every single product we make puts you at the heart of its design – so,  
they not only look beautiful, but also instill a sense of joy, confidence  
and satisfaction to those who use them.**

**Since 1968, Robern has become a symbol of American craftsmanship,  
weaving thoughtful technology and seamless design to reimagine the  
spaces that make us feel beautiful.**

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robern.com

contactus@robern.com

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