



robern

2025 WHOLESALE DISTRIBUTOR PARTNERSHIP PROGRAM



# STRENGTHENING OUR COMMITMENT

To Our Valued Showroom Partner,

As part of an effort to continue refining and improving our Wholesale Distributor Partnership Program, we’re dedicated to fostering growth, and providing collaborative marketing opportunities so that we can continue maximizing 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**

- In-person training via product knowledge sessions.
- Online training via Robern Masterclass.

**Merchandising**

- Introducing new products to offer to customers, offering exclusive promos to get them out of catalogs, and onto your sales floors.
- 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  
Director of Sales

# 2025 PROGRAM OVERVIEW

REQUIREMENTS	
ANNUAL PURCHASE REQUIREMENT	\$200,000
ACCOUNT REVIEW	Must complete quarterly sales reporting
TRAINING REQUIREMENTS	<div>1. Robern product and trend training 1 session/year</div> <div>- must have an identified robern product expert</div> <div>- must have 1 associate per showroom registered on robern masterclass training program</div> <div>2. Robern visualizer training</div> <div>- must have an identified robern visualizer expert</div>
PROMOTION PARTICIPATION	Must adopt at least 2 of 3 promotions
BENEFITS	
MULTIPLIER	.405
PROJECT QUOTES	Eligible
FREIGHT	Free freight over \$10,000 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 <a href="#">robern.Com/order-status</a> .



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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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