



Distributor Policies

February 2020

Brewer Fitness (Brewer's Ledge is the legal name) is a manufacturer of climbing-related training and fitness equipment. We have been manufacturing our own equipment since 1990 and ship worldwide. We have used many distributors. The following is an overview.

We have two basic levels of distribution:

- A **Standard Distributor program** for established US and Canadian distributors who wish to make occasional purchases with no marketing requirements.
- A **Prime Distributor program** for established distributors worldwide who wish to actively market our products. There is an application and approval process. These are limited.

Standard Distribution – key points:

- Open to *established* US and Canadian distributors.
- Base (S) discount pricing
- No credit or terms – all sales prepaid.
- No on-line store listings or other internet listings are permitted unless specifically authorized by Brewer Fitness. Other restrictions apply – see below.

Prime Distributors – key points:

- Open to *established* distributors worldwide.
- Application process with signed agreement with sales and marketing goals.
- Prime (P) enhanced discount pricing
- Credit and terms in North America possible. Prepaid or per arrangement for export sales.
- The right to list our products in their web stores and catalogs (MAP Policy applies in N.A.).
- Demo unit program and coop marketing opportunities available.
- Training required for both technical and sales needs per mutual arrangement.

Limited Referral Program for Individual Reps:

- We offer a referral fee to *established* sales reps working on active projects in cases where our product is not part of their line but compliments their client's needs/requests. We handle these as a direct sale with commission paid upon client's payment.

Other Restrictions:

- No sales allowed to U.S. Federal Government possible under our GSA Contract 47QSMA19D08NA. All such inquiries/sales shall be forwarded to Brewer Fitness.
- Payment by wire transfer or check only: no credit cards allowed for wholesale customers.

See the back side for more details

Standard Distributors - Requirements

- Paperwork:** Completed application.
- Terms:** All sales are prepaid. No credit cards accepted for wholesale customers.
- Markets:** US and Canada only. No sales are allowed outside a distributor's market without express permission.
- Pricing:** Pricing is on the Distributor Price Sheet S
- Marketing:** No advertising or listing in on-line stores or other internet venues permitted unless specifically authorized. Sales materials/samples available as needed for work with specific clients.
- Protection:** If you wish to protect a client, we will work with you on a case by case.
- Assembly:** All distributors are responsible for arranging any assembly requested by their customers. This is usually considered an additional charge to the customer. Brewer Fitness will assist if staff is available or by suggesting local contacts.
- Warranty & Service:** All distributors may be requested to help handle service and warranty work on equipment they sell. We compensate at a distributor's current rates.

Prime Distributors - Requirements

- Paperwork:** Completed application. Distribution Agreement completed after successful review and approval.
- Terms:** Credit and terms are available in North America with application. All export sales are prepaid by wire. No credit cards accepted for wholesale customers.
- Markets:** No sales are allowed outside a distributor's market without express permission. All such inquiries shall be forwarded to Brewer Fitness.
- Pricing:** Pricing is on the current Distributor Price Sheet P.
- Marketing:** Prime Distributors are required to actively market our products and obtain a discounted demo product/display for use within the first year. They must list our products in all their catalogs and web sites. A Minimum Advertised Price (MAP) policy is in place for US and Canada.
- Web Links:** All prime export dealers will be linked on our web site.
- Protection:** We refer all leads and customers to prime distributors as frequently as possible. Export Distributors will generally receive all inquiries in their markets.
- Training:** Distributor staff **must participate** in sales/service training as soon as possible after starting. This will be arranged at a mutually convenient time.
- Review:** We do yearly mutual evaluations based on goals.
- Assembly:** All distributors are responsible for arranging any assembly requested by their customers. This is usually considered an additional charge to the customer. Brewer Fitness will assist if staff is available or by suggesting local contacts.
- Warranty & Service:** All Distributors must help handle service and warranty work on equipment they sell. We compensate at a Distributor's current rates.

Universal Notes

- Shipping:** All goods are shipped complete FOB our Randolph factory unless noted.