Brand: EasyLuxSofa Collection

Date: 08/02/2026
Proforma No: DIST-09

Exclusive Country Distributorship Terms & Conditions :

1. Distributorship Requirements (Obligations) To ensure brand integrity and market penetration, the Distributor must adhere to the following operational commitments:

- **Showroom Standards:** The Distributor must secure a dedicated showroom space of at least **100 m²**.
- **Brand Exclusivity (Monobrand Rule):** The designated showroom area must exclusively display the EasyLuxSofa collection. No competing brands may be present in this zone. Official brand signage (interior and exterior) is mandatory.
- **Minimum Order Quantity (MOQ) - Initial:** The first opening order must consist of a minimum of **100 units** total, including at least **20 units per model** to ensure full range representation.
- **Annual Volume Commitment:** To maintain exclusivity, the Distributor must fulfill a minimum annual purchasing volume of **3,000 units**.
- **Marketing & Exhibition:** The Distributor is strictly required to participate in at least **one (1) major international furniture exhibition** within their territory annually to promote the brand.

2. Commercial Benefits & Distributor Support We are committed to a partnership model that prioritizes high profitability and growth for our Distributors.

- **Competitive Margin Structure:** Distributors are granted a substantial discount of **36% to 40%** off the standard Wholesale Price List.
- **Territory Protection:** We guarantee strict territory protection. All direct leads, orders, or inquiries originating from the Distributor's country will be immediately forwarded to the Distributor.
- **Customization Authority:** The Distributor has full access to our complete fabric library. Unlike standard buyers, Distributors may select **any color** from our charts without restriction.
    - *Note:* Complete Indoor and Outdoor fabric swatch books/charts will be shipped complimentary with the initial order.
- **Exhibition Support:** To support your mandatory fair participation, we will provide **one (1) free sample unit of every model** to be displayed at your booth.

3. Contract Duration & Renewal

- **Term:** The initial agreement is valid for **12 months**.
- **Automatic Renewal:** The contract will automatically renew for the subsequent year, provided the Distributor has successfully met the minimum annual order commitment (3,000 units).
- **Payment Term:** %40 Advance %60 Before Load

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