

DITOGEAR 

DITOGEAR™

RETAILERS INFORMATION

Introduction

Thank you for your interest in doing business with DitoGear™. We hope that the cooperation will be mutually beneficial.

DitoGear™ is an ambitious and quickly developing company. Since the launch of our first flagship product, the DitoGear™ OmniSlider, we have gained a worldwide recognition and customers appreciation. Since that time the company has been continuously evolving introducing new products and improving the existing ones.

The DitoGear™ customers range from timelapse and filmmaking enthusiasts to professionals, film production companies and major TV/Media networks, such as Disney or National Geographic.

The DitoGear™ brand stands for such values as honesty, reliability and innovation. Among the core company assets you'll find not only a valuable products, but also the highest quality of personal support and customer service. That's what makes the DitoGear™ brand distinguishable.

The logical consequence of company development is our interest to establish long-lasting and mutually beneficial business relationship with our partners - affiliates and dealers. Please familiarize yourself with the following dealership business terms.

Retailer business terms

Sales policy

DitoGear™ stands for delivering products to their customers at affordable prices. Therefore we believe in direct sales or maximum 2-level sales chain. It means we deal with the customers directly via online sales as well as with 1-st level Retailers.

The retailer agreement is always non-exclusive meaning that DitoGear™ reserves right to cooperate with multiple partners in each country as well as sell online directly. For selected regions such as Eastern Europe, Russian Federation, South America and other DitoGear™ prefers to disallow for online sales and redirect customers to the Retailers.

Markup policy

Since DitoGear™ sells their products worldwide directly, the retail online prices are an obvious reference for the Retailers to set their markups and retail prices. However, the shipping costs for local sales are considerably lower comparing to worldwide deliveries from DitoGear™ online store. Therefore, in addition to the margins we leave, the Retailers are allowed to add extra markup to the products as long as the total retail price including shipping costs and custom duties remains attractive to the customers. In Europe the extra markup should not exceed 5-10% level, in the US and rest of the world the extra markup should not be higher than 10-15%.

Retailers margins

DitoGear™ offers competitive margins and quick delivery times for the Retailers.

| Order retail value | Discount | Lead time |
|------------------------------------------------------------------------------------------------------------------------------------------------|----------|------------|
| up to \$15,000.00 | 15% | 1-2 weeks* |
| \$15,000.00+ | 20% | 1-2 weeks* |
| \$25,000.00+ | 25% | 1-2 weeks* |
| \$50,000.00+ | 35% | 1-2 weeks* |
| Selected products/accessories are limited to 10%-15% discount. Please contact us to learn more. | | |
| * delivery time depends on the products ordered and may differ from the time listed above. Please consult lead time while you place the order. | | |

Requirements and conditions

The following requirements apply to the Retailers:

- You must be running an online, land store or a rental house.
- You have to sign a Retailers agreement with DitoGear™.
- You have to place bulk order as specified above.
There are no additional requirements regarding yearly turnover.

Ordering process

In case of the orders above \$50,000.00 the orders are subject of initial downpayment of 50% while placing the order. The remaining 50% of the order total is due by the dispatch date. In case of the orders below \$50,000.00 we start preparing the order once the payment has been made.

Shipping costs and customs clearance costs are covered by the Retailer.

Warranty and customer service

- 1 DitoGear™ products come with a 12 months worldwide limited warranty.
- 2 In every case DitoGear™ is responsible and provides online customer support and service.
- 3 Generally, DitoGear™ products are reliable and failure-proof from the mechanical standpoint excluding damage caused during shipping, which may be a subject of claims against the carrier.
- 4 Even though we always make efforts to improve our products, sometimes we deal with electronic parts failures. In most cases they may come out right after delivery, in other cases during the operation. Some failures may be solved with a troubleshooting session with DitoGear™ support department, but other may require that the slider controller or a repair kit (including a motor unit, signal cable and controller) be replaced. There are no mechanical parts failures in our track records since DitoGear™ Sliders have been introduced to the market.
- 5 Since fast and reliable customer service is crucial for us, we always deal with all warranty repairs directly, so there are no requirements or duties passed to the Retailers.

Media and information

DitoGear™ provides their Retailers with the following media and information:

- Branding materials such as the logotypes and brand identity guidelines.
- Product information such as descriptions, specifications and user manuals.
- High quality product photographs.

All materials are provided in English, however we may also supply selected dealers with translated materials.

How to apply?

Please contact us by email at support@ditogear.com.

After signing the agreement you are allowed to place orders online at www.ditogear.com/store at discounted rates.

Contact

In case you have any questions
or need further assistance please contact us at:

support@ditogear.com



WWW.DITOGEAR.COM