

# *Dealer Information Package* **2024**



## Dealer Information

MWE NA seeks dedicated dealers who appreciate the quality of the MWE product and provides equal quality customer service to their clients. Customer satisfaction is our main priority. When offering MWE you are not just providing a quality product but an overall impression of MWE. Like most luxury brands, MWE has carefully selected Dealers. By being a Dealer, you are part of a team of dedicated professionals offering a product that doesn't compete with standards but pursues to set a new standard.

## Dealer Tiers

	<b>Tier 1</b> *Annual sales > \$90,000	<b>Tier 2</b> *Annual sales \$5,000-90,000
Purchases direct from MWE NA	✓	✓
Sales support including pricing verification	✓	✓
Net pricing on displays and volume orders	✓	✓
Additional -5% from final invoice for payment within (7) business days	✓	✓
-50% of retail pricing	✓	✓
Additional -10% of retail pricing	✓	
Website representation (sales leads)	✓	✓

**\*Annual sales indicate sales within 12 consecutive months**

- Potential Dealers are carefully vetted to maintain territories (exclusivity in territories is not available, however MWE NA makes a conscious effort to prevent saturation in one region)
- Dealers who offer a variety of similar products to MWE product lines shall not compare or offer alternatives in cases where MWE has been specified
- Dealers must maintain quality customer satisfaction, consistent poor reviews of a company may result in loss of Dealer account
- Showroom Displays as well as volume purchases such as inventory request, or large volume project purchases, are priced upon request and priced at a special net cost.

## **Showroom Displays / Display Cases**

To ensure MWE is represented as intended and adding to valuable showroom space, we kindly request that the following be considered and adhered to.

- Must feature new and/or current MWE product. When purchasing MWE NA will guide your purchase to ensure the product is appropriately specified and will meet the display requirements.
- Be kept in a prominent location within the established showroom
- Showroom displays must include signage featuring approved MWE logo (joint logo)

## **Making Communication Simple**

As a Dealer you'll gain access to tools to help you sell, stay informed and be knowledgeable about the status of your orders.

All members of Dealer companies will be able to set up a unique username and password to access the "Dealer Portal" section of [www.mwe-na.com](http://www.mwe-na.com) This information is intended to be kept confidential and may only be shared with your staff as you deem necessary.

### **Dealer Portal Includes:**

- Logos for marketing use on print and digital media as well as a comprehensive "Logo Guideline Sheet"
- Photos and catalogs to share with clients, upload to your website, or use within marketing material. (The use of MWE photos and marketing material are intended to be a representation of MWE products only and are not to be used to showcase similar product concepts or other products within the photo)
- Price lists and sale tools (these are to be kept confidential and may only be shared with staff as necessary)
- Status information regarding shipping containers, scheduled holidays etc.
- Installation instructions
- Shipping options and charge guideline

### **Who you will be contacting:**

MWE NA, Inc. has a Florida-based staff who have combined over a decade of experience and knowledge to assist you in your ordering process.

Ryan De Freitas | Account Manager | Tel: 954-982-6595 ext 20100 | [ryan@mwe-na.com](mailto:ryan@mwe-na.com)

Heather Mroczkowski | Accounting/Logistics | Tel: 954-982-6595 ext 20200 | [heather@mwe-na.com](mailto:heather@mwe-na.com)

Alexander Bank | CAD Technician | Tel: 954-982-6595 ext 21020 | [alex@mwe-na.com](mailto:alex@mwe-na.com)



### **Why MWE**

The company name “MWE” is an acronym for Mario Wille Edelstahlmanufaktur. A direct translation of the word “Edelstahlmanufaktur” isn’t available, it is best recognized as “Stainless Steel Manufacturer” though manufacturer does not adequately describe MWE. Innovator, producer, designer, creator are all words that could be substituted if only they started with an “E”.

### **History**

Mario Wille, the founder of MWE, has modernized the hardware we’ve come to know as “Barn Door Hardware”. Educated in architecture and engineering, Mario’s career started with his father’s business producing high quality steel products. In time, Mario’s vision for production grew and so he began MWE located on the same property as his father’s business. MWE products have evolved and production has increased but the superior quality remains.

### **Philosophy**

MWE stands for maximum product quality and attention to detail. It is our philosophy and mission to develop door systems, ladders, shower systems and exclusive interior design items that give every customer the feeling of having purchased something special. We combine cutting-edge technology with exemplary customer communication and joy in our work, all marked by a “passion for quality.” MWE stands for 100% “Made in Germany”!

### **Production**

Located in a small quintessential German village stands the state-of-the-art MWE office and production facility. Offices are within walking distance to the modern production line, allowing office personnel to communicate directly with the team members responsible for manufacturing. The MWE manufacturing facility houses the latest CNC machines. Keeping up with technology allows products to continue to improve and meet demand. Most of MWE’s products feature a unique 600-grit “jewelry finish” which is completed by hand. If an order specifies an alternative finish, such as polished stainless steel, the procedure of finishing is even more intense, yet the result is guaranteed to be perfect. The production facility is immaculately maintained, organized and managed by dedicated staff with decades of experience, all leading to a product of extraordinary quality.

### **Quality Features**

- Stainless steel used to produce MWE products is sourced only from Germany and is V2A (304 grade) or V4A (316 “marine” grade) stainless steel. So, the statement 100% made in Germany stands true!
- MWE products are all offered with a 600-grit finish “jewelry finish” this is not just to make them more attractive but adds a level of durability.
- Polyoxymethylene (POM) is a standard material seen on all MWE wheels. This product is often used in precision parts, chosen for its ability to maintain its shape and for its extreme durability. This self-lubricating material makes all MWE sliding systems low maintenance and glide smoothly.
- TESNIT® is also featured on most MWE products, this material, composed of carbon fibers and rubber as a binder, is used as a barrier between the stainless steel and whatever you are installing MWE products on. This material was chosen for its ability to keep its shape and hold the hardware in place (no-slipping overtime). MWE took this feature a step further designing each piece that utilizes TESNIT®, is routed into the component eliminating loose gaskets. Gaskets are cumbersome and often slip during installation leaving a portion visible.

- “Flow drill” describes a unique feature found on every product where a screw needs to reach into a hollow stainless steel tube. This is most often found on the connections for pull handles from the vertical pull to the connection piece. By providing more surface for the screw it does not become loose offering more stability, longevity of the product, and less maintenance proving perfect for commercial environments.
- “Passion” this unique passionate vibe spreads from the manufacturing facility to the offices and stretches to the MWE North American office. This passion for quality is shared with those who encounter an MWE product and where perfection is felt.

### **Support**

MWE NA has a team in the US working on EST Monday-Friday 9am-5pm. These dedicated team players have decades of experience working with MWE offering technical support and product knowledge as well as shipping and import expertise. An English and US based website providing dealer contact information including catalogs, spec details with inch conversions and downloadable materials. A unique dealer portal within the US website allows access to marketing aids, US pricelists and more.

### **Purchasing**

All purchases through MWE NA are based on a US price list in US dollars. Shipping/Transport fees are not included and are based on the level of transit service selected at the time of purchase.

### **Logistics**

Shipping options vary per product and are detailed with up to date pricing and information on [www.mwe-na.com](http://www.mwe-na.com) within the Dealer Portal.

### **Stocked Inventory**

Popular products are available from stocked inventory shipping from MWE NA distribution facility located in Dania Beach, FL. Please allow 2-3 business days after order has been placed for tracking information to be provided. Delivery lead times vary based on final destination and level of service indicated at purchase.

## **MWE Mission Statement**

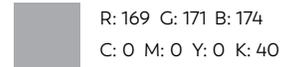
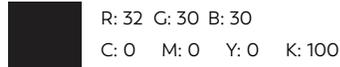
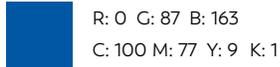
MWE stands for the highest in quality stainless steel manufacturing, each piece is developed with great enthusiasm in every detail. Our mission and philosophy is to create a unique product which expresses individuality. MWE luxury designs, made in Germany, are made of the finest craftsmanship to be innovative and functional. “Quality Built on Passion” goes beyond our products, it is a promise to deliver excellence in everything we do.

# MWE Logo Guidelines

Logo Use Permissions & Guidelines

Any use of the logo not shown is prohibited without prior written approval, from MWE NA.  
All company material, including but not limited to photos, must contain an MWE “text” approved logo.

## Color Guidelines:



### Logo 1 (Main North America Text Logo)



### Logo 2 (Joint Text Logo Option)



### Logo 3 (Mirror “M” “W” Box Logo)

Box logo is only permitted in options shown.  
Fill color is to be white if needed, no other fill color is permitted.



## MAP POLICY

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**2024**

As the leader in modern designer barn door hardware and ladders, MWE North America is looking to preserve high margins for our dealer network. Effective as of January 1, 2023, MWE North America will enforce a Minimum Advertised Price (MAP) policy for its current products of no less than 90% off the current retail price book (maximum 10% discount off current published list)

### **Violation of MAP Policy**

At the sole discretion of MWE North America any dealer found advertising current products online, in print, or through word of mouth at prices below the MAP will have their accounts suspended immediately. Repeated failure to comply will have consequences such as your purchasing discounts reduced or account closure resulting in the loss of your ability to purchase all MWE NA products both direct and through other registered partner accounts.

The primary goal is to protect our dealers that have made investments in time and resources such as showroom/office displays, required to provide the level of customer service and product knowledge expected from our partners.

Please do not hesitate to contact us about any questions regarding these terms and conditions of the following MAP policy.

## MWE North America Standard Terms and Conditions

### Prices

Please note that all prices are U.S. dollars. Shipping/Transit and crating charges are additional. All prices are subject to change without notice.

MWE NA Price Lists represent the Manufacturer Suggested Retail Price (MSRP) and requires all Authorized Dealer Partners to reflect MSRP on all purchase documents. Dealer is responsible for discount strategies from MS

Purchase Orders shipped within the state of Florida may be subject to Florida State Sales Tax (amount varies by county)

### Acknowledgements

When a PO is received, MWE NA will provide a PO Confirmation. This will detail all order specifications and requires Dealer approval prior to production of product. By submitting your approval, you are acknowledging all details are correct and products are appropriate for the end-user's application. MWE, NA is not responsible for order detail or application suitability once approval has been provided. Invoices are considered final and do not require approval.

### Sellers Invoice

Sellers Invoice: The dealer will be invoiced upon approval of the "PO Confirmation". Confirmation approval must be submitted via email.

### Payment Terms

All orders are considered "Prepay" and require full payment in USD prior to release for production. To be eligible for the additional fast pay discount, payment must be received within **7 working days** of invoice receipt.

All orders are required to be paid in full prior to shipping.

### AutoCAD Services

Computer-Aided Design drawings are supplied only for necessary orders along with our PO confirmation. Always included is one revision at no cost. Additional revisions are subject to extra charges billed either by the hour or by flat rate. Preliminary drawings are provided but subject to CAD service charges if the pending project doesn't sell or an official order is canceled.

### Late Charges – For Accounts with Credit Terms

Late charges of 1.5% of invoice balance or \$30, minimum, will be applied monthly for overdue invoices.

### Cancellations

Cancellations are at the desecration of MWE, NA. Any account credit requested for the canceled order will be handled on a case-by-case basis.

### Motor Freight Deliveries

Orders too large to ship standard ground delivery (eg. Fed Ex) will ship via consolidated motor freight (LTL). Shipments are coordinated by MWE NA. All LTL charges are based off shipment being delivered to a commercial address and delivered curb side. Receiver is responsible for removing the crate(s) from the delivery truck and moving them to the location intended for storage.

Additional fees for residential address delivery, appointment delivery, call-ahead delivery, limited access delivery and lift gate service are subject to additional charges.

If additional services, not originally included, are requested at the time of delivery or if address changes are required during transit additional charges may be invoiced.

The receiver must inspect the shipping crate before accepting/signing for receipt. Any visible damages must be stated in writing on the delivery BOL/receipt documents - or refuse to accept delivery and contact us immediately for further instructions.

Purchaser has **3 days** from the time of delivery to file any claim for thought to be missing or damaged items.

### Tracking Information

Tracking information for shipments to your final "Ship To" address will be provided via email. We strive to provide all tracking information the day it becomes available. Tracking information made available after 4pm EST may be provided the next business day.

Shipping updates for all international consolidated shipments are available online via the MWE NA dealer portal. All information is intended for general purposes only, not contractually binding and may change without notice.

### Defective/Damaged/Missing Product Policy

Please inspect your order within **3 business days** to insure proper items, quantities, and to be sure all material is free of defects. If you have received a product that you feel is possibly defective/damaged or is missing parts you must contact MWE NA within **3 business days of arrival** and a case will be opened for you. Failure to provide notice within 3 days constitutes waiver.

**NOTE: In the event a product is damaged by others or improperly installed, MWE NA is not responsible for any damage to the product or surrounding area.**



## Returns

Accepted for U.S. stocked pricebook products only. Please contact MWE NA for a return goods form (RGA). All approved returns are subject to a 45% restocking fee and if the item or items are not returned within 30 business days, the RGA is voided. Credits are only given via account credit, MWE NA will issue a credit memo, which can be applied to your next payment.

Merchandise returned must meet the following criteria upon inspection: original packaging, all parts, pieces & instruction manuals. If during inspection it is noted that an item has been installed no credit will be issued. MWE, NA is not responsible for shipping charges on returns.

## Return of Defective/Damaged Product Instructions

To return a defective/damaged product you must do the following: Please ensure that you package your item(s) per the carrier's guidelines, so if your package(s) is damaged in transit being returned, you will have a better chance of getting your freight claim accepted by the carrier you chose to return the item(s). From experience this is VERY important, because if the item(s) are refused by MWE NA because of shipping damage the only means for you to get your money back is through a freight claim with the carrier you chose.

All items are inspected once returned to our warehouse and if the item is found non-defective the item will be returned to you and shipping charges will apply. If the returned item is found to be defective replacements will be sent and your shipping costs will be made available as a credit towards a future order. Failure to follow these instructions may result in additional fees or a denied claim. Seller agrees to pay for shipping of the items coming back to MWE NA

Seller is responsible for fully insuring (for full purchase price) the items coming back to MWE NA

## Logo / Quality Assurance

All Dealers must comply to the information detailed within the "Logo Guidelines".

## Product Rights Reserved

Product Design: Mario Wille, MWE NA Stainless Steel Manufacturer, 2019. All rights reserved. Product Design, pictures, and texts are protected by copyright.

Any use of the pictures, texts or parts thereof requires the express written permission of MWE NA Stainless Steel Manufacturer.

## Tier 1 Dealer Responsibilities

Consideration of MWE, NA, Tier 1 Dealer territories must be taken when setting up dealers. Territories are established on a case by case basis. All

potential new dealers will be carefully vetted and presented to Tier 1 Dealers who will be most effected by proximity. Any conflicts will be avoided.

## Governing Law

Dispute resolution. These Terms and Conditions are governed by the laws of the state of Florida. Any related claim shall be resolved by litigation in a court located in Broward County, Florida.

## 2 Year Limited Warranty

MWE, N.A. Corporation ("Seller") warrants that the Products purchased from Seller be free from defects in material and workmanship for a period of two (2) years from date of shipment.

Seller's liability under this warranty is expressly limited to repairing or replacing, at Seller's option, any Product that, in Seller's sole judgment, does not meet the warranty set forth above. SELLER MAKES NO OTHER WARRANTIES, EXPRESSED OR IMPLIED, INCLUDING, BUT NOT LIMITED TO, ANY WARRANTY OF MERCHANTABILITY OR FITNESS FOR ANY PARTICULAR PURPOSE. Seller's liability under this warranty shall not include any transportation charges or cost of installation, replacement, field repair, or other charges related to returning Products to Seller, or any liability for direct, indirect, or consequential damage or delay. Products or parts for which a warranty claim is made are to be returned transportation prepaid to Seller. Any improper use, operation beyond intended usage, substitution of parts not approved by Seller, or any alteration or repair by parties other than Seller that Seller's sole judgment affects the Product materially and adversely shall void this warranty. NO EMPLOYEE OR REPRESENTATIVE OF SELLER OR ANY OTHER PARTY SHALL BE AUTHORIZED TO CHANGE WARRANTY IN ANY WAY OR GRANT OTHER WARRANTY UNLESS SUCH CHANGE IS MADE IN WRITING AND SIGNED BY AN OFFICER OF SELLER AT ITS HOME OFFICE. SELLER'S LIABILITY WILL IN NO EVENT BE GREATER IN AMOUNT THAN THE PURCHASE PRICE OF THE RETURNED PRODUCTS. SELLER SHALL HAVE NO LIABILITY TO ANY PERSON UNDER ANY CIRCUMSTANCE FOR SPECIAL, CONSEQUENTIAL, OR INCIDENTAL DAMAGES.

I have read and agree to the MWE NA Terms & Conditions

Company: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_

Printed Name: \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_