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# BECOME A SUPPLIER

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Turn 14 Distribution views the manufacturer-distributor relationship as a long-term partnership; because of this, we are highly selective when choosing new product lines. Considerable time is invested in market research, forecasting, and dealer interviews prior to adding a line. Once a brand is deemed a good fit that complements our other offerings, it is further reviewed using the following criteria:



## CURRENT DISTRIBUTION & BARRIERS TO ENTRY

How selective is this manufacturer in choosing distributors? Will they open anyone who meets the buy-in requirements, or do they support wholesale-only distributors? Is the brand over distributed? Does the brand have distributors working out of residential locations or retailers with distributor level pricing?



## CO-OP ADVERTISING PROGRAMS

Turn 14 Distribution's Marketing and Creative Departments invest considerable time into developing ad campaigns and programs for our partners. Many of these are self-funded; however, when promoting a specific brand or product, we find it wise to partner with our suppliers and look for this capacity when evaluating vendors.



## QUALITY & WARRANTY

We look for market leaders; brands that offer a high quality product and will stand behind it. Innovative manufacturers who provide unique solutions and grow our markets command our attention.



## PRICING STRUCTURE

Is this brand conducive to 3 step distribution? Is the brand presently being sold for a few points over cost by retailers that have been elevated to WD status? Is the manufacturer selling through all channels? If so is their structure set up for distributors to be integral partners or new account incubators?



## NEW ACCOUNT GENERATION

Will the manufacturer forward new leads to distributors, or pursue them on their own, competing with their WDs in the process? Will accounts buying from current distribution be opened up directly by the manufacturer in the future?



## FOCUS ON GROWTH

We look for partners who are invested and determined to grow their business; as a distributor we rely on our partners to create growth opportunities continuously with new innovative products.



## SUPPLY CHAIN COMMUNICATION

Turn 14 Distribution is committed to being a transparent link in the supply chain, offering clear and direct communication when issues arise or detours are required. We look for the same in our distribution suppliers.



## DATA

Has this manufacturer invested in electronically cataloging their data to make it easier to sell and promote their products?

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- We offer real time inventory and same day shipping until 7pm.
  - We have two warehouse locations and can reach 83% of the USA within 2 days or less.
  - We process, inspect, and credit returns for our customers within 24 hours.