

The Designer Program

Here's the deal.

If selected, you will be the only one. Solo. Single. Nobody else.

Here's how it works.

With our exclusive Pulse Designer Program you get territorial protection. You will be the only designer Pulse Furniture Design sales outlet within a population radius of about 1 million people.

Pulse selects only the best designer partners based upon reputation, service, tastes and location.

Here's what you get out of it.

As an exclusive marketing partner and a member of the select Pulse Designer Program you will enjoy many benefits:

- A fabulous line of hip, well made contemporary furniture that your clients will love you for
- Territory exclusivity
- A chance to be famous with our Innovative Design Contest - see the catalogue for more details or visit www.pulsefurnituredesign.com
- 2% annual rebate credited to your account
- Access to in-store point of purchase materials if required on a case by case basis
- One full set of fabric swatch books (additional sets available for a small fee)
- Representation on www.pulsefurnituredesign.com in the designer locator section
- Pulse catalogues
- All styles start below \$700 USD

To the Trade.

Pulse Furniture Design employs only in-house customer service reps that have your best interest in mind. We want to be your partner, not your competitor. We sell directly to the trade only, so all the business in your area is just that, yours.

What do we want in return?

In order to maintain territorial exclusivity, designers must purchase more than \$30,000 USD in Pulse Furniture Design products annually. That part will be easy once your customers get a look at this stuff.

If you don't become one of our exclusive designers but still want to get this great furniture you can buy from one of our marketing partners. Pulse retail partners must provide all local designers 20% off retail prices on all Pulse Furniture Design products in order to maintain their territorial exclusivity. Each retailer will be setting their own pricing. Designers can then set their pricing however they want. It's your business, not ours.

We will not set up partnerships with retailers or other designers in your area as long as you maintain exclusivity.

Here's how you pay for it.

Credit terms and payment arrangements are based on approved credit. We accept Visa, MasterCard and American Express.

Here's how you get on board today.

Designers can apply for exclusive status by visiting www.pulsefurnituredesign.com or you may fax your application to 1.204.779-5484. For more information call 1.800.720.7162.



Application

To apply: Fax application to 204.779-5484 or visit
www.pulsefurniture.com

Trade Name: _____ Corporate Name: _____

Address: _____ City: _____

State / Province: _____ USA/Canada _____ Zip / Postal Code: _____

Primary Contact: _____

Phone: _____ ext: _____ Fax: _____

E-Mail: _____ Cell Ph: _____ Home Ph: _____

IRS #: _____ Revenue Canada #: _____

Secondary Contact: _____ Phone: _____ ext: _____

Description of Business: _____

Years in Business: _____ # of Staff: (full-time) _____ (part-time) _____

Showroom Size: _____ Description _____ Rented / Owned (circle one)

Revenue Last 3 Years: _____ / _____ / _____

Revenue Contemporary Last 3 Years? _____ / _____ / _____

Company Principles: _____ Title _____

_____ Title _____

Your Competition: _____

Your Competitive Advantage: _____

Goals with Pulse Design? _____

Name of Bank: _____ Phone: _____ Contact: _____

Complete Address: _____

The following three trade references may be contacted:

Name	Contact	Phone #	Fax #
1. _____	_____	_____	_____
2. _____	_____	_____	_____
3. _____	_____	_____	_____

The following three customer references may be contacted:

Name	Contact	Phone #	Fax #
1. _____	_____	_____	_____
2. _____	_____	_____	_____
3. _____	_____	_____	_____

For Internal Use Only:

Date Received: _____ Signed by: _____

Approved: Yes _____ No _____ Customer #: _____

Credit Line: _____ Credit Terms: _____