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# **DISTRIBUTOR PROGRAM**



# Welcome!

Welcome to Ultra Chem Labs Corp! We thank you for your interest in our company and we are honored that you are genuinely considering adding our product line to your distribution business. For over thirty years our cleaning technology and products set us apart and beyond all of our competitors and their products.

Our innovative cleaning technologies provide our products with a unique advantage over conventional products, The Ultra Performance Advantage:

- Efficient
- Eco-Friendly, Green and Sustainable
- Economic

Since our inception, we sell our products by partnering with qualified JAN/SAN distributors. Our distribution programs offer:

- Innovative Cleaning Technology and Outperforming Products
- Green and Sustainable Cleaning Programs
- Predictable Profit

Over our business history we have established successful distribution partnerships in Canada, Unites States, Japan, Korea and Mexico. As we continue to expand our market share and grow our distribution network, we thank you for considering joining our distribution team.

At Your Service,

César F. Castro, NA Sales Manager  
ULTRACHEMLABS  
Tel: 951-795-3210  
Email: Cesar@ultrachemlabs.com  
Skype: cesar\_f

# Ultra's Distribution Programs

To fulfill and to grow the market demand for our products, we offer four distribution programs:

- Local Distributor
- Regional Distributor

## Why Distribute Ultra Products?

There are many reasons, why our distributors offer our product line, here are six good reasons for you to consider:

- We offer innovative cleaning technology\* and products that outperform the competition.
- Our products are green certified by Green Seal and are designed to reduce or eliminate source pollution.
- Excellent profit margins, because, of less competition and customer loyalty.
- Custom Sales Programs (School, Private Label and Custom Sales Programs).
- Sales Performance Rebates Program.
- Protected Sales Territory, Ultra protects the distributors assigned territory by not assigning more distribution to the assigned sales territory, unless, sales goals are not achieved.

\*For more information, see, Ultra's Technology Brochure and Ultra's Cleaning Technology v. Conventional Cleaning Technology Paper, included in this program.

## Ultra Distribution Programs and Requirements

- Local Distributor  
Sales to local area (walk-in)  
Required annual volume - \$25,000  
Limited product line offering
- Regional Distributor  
Regional sales (single or multiple locations)  
Outside and inside sales team  
Required annual sales volume – \$100,000  
Full product line

# Ultra Distributor Support

To support our distribution network we offer:

- Cleaning technology, products, programs and sales education
- Hands on end user product demonstrations and seminars
- Floor care, carpet care, and general cleaning seminars and videos
- Marketing materials and social media exposure

## Purchasing Requirements

We have one the most easy and affordable distribution program in the industry. Our purchasing requirements are low, our intention is not to overload you with inventory, and our goal is to provide you with products that you can sell. Our focus is to help you maximize your

profit. You set your sales goals and purchasing requirements according to your market needs in accord with Ultra's market demand.

According to your sales plan and market demand, here is our suggested minimum to become our partner in distribution (the offered discount, applies only to the initial order):

## Floor Care, Carpet Care, and General Cleaning

- A. Less than 1 Pallet, 40% Off MSRP
- B. 1 to 2 Pallets, 50% (Best Column Pricing) off MSRP
- C. 3 Pallets, 5% off Best Column Pricing
- D. 10 Pallets, 10% off Best Column Pricing
- E. Truck Load, 15% off Best Column Pricing

## Purchasing Terms

Ultra reserves the right to grant credit terms to new domestic (United States) distributors on their first order. For new customers with established credit, Ultra offers a 30-day net credit terms. International customers are on cash before delivery basis.

## Product Buy Back Policy

To ensure your satisfaction selling our product line, we have a very simple Product Buy Back Policy, if, during the ninety days of our relationship, you decide not to sell our products (for any reason). Ultra will buy back from you any unused products (cases only) and you only pay for freight and a 20% re-stocking fee.

## Ultra Corporate Contact Information

Department	Name	Position	Contact Info
Operations	Chris Shieh	VP of Operations and General Manager	Office: (909)-605-1640 Direct: (626)-622-3998
Sales and Distribution	Cesar Castro	International Sales Manager	Office: (909)-605-1640 Direct: (951) 795-3210
Marketing	Ben Shieh	Marketing and Media Manager	Office: (909)-605-1640 Direct: (626)-347-8885
Customer Service	Leslie Loera	Customer Service	Office: (909)-605-1640
Technical Support and Product Development	Dr. John Shieh	Director of Product Development	Office: (909)-605-1640
Purchasing/Receivables	n/a	Accounts	Office: (909)-605-1640

## Sales Team Contact Information

Sales Territory	Sales Representative	Contact Information
United States/Canada	Cesar Castro	Office: (909)-605-1640 Direct: (951) 795-3210 Email: cs@ultrachemlabs.com
California	Greg Ayon	Direct: (909) 973-9462 Email: greg@ultrachemlabs.com
Japan	Best House Japan	
Mexico	Cesar Castro	Office: (909)-605-1640 Direct: (951) 795-3210 Email: cs@ultrachemlabs.com
Latin America	Cesar Castro	Office: (909)-605-1640 Direct: (951) 795-3210 Email: cs@ultrachemlabs.com

## Transition Time Line

Provided that you find value in our Distribution Program and you have decided to become part of our distribution network, here is a suggested Transition Time Line to guide us to reach our distribution agreement.

Line	Event	To Be Completed by	Date
1	Present mutual-nondisclosure agreement, distribution policies and price list		
2	Present distribution agreement		
3	Review and update distribution agreement		
4	Sign distribution agreement		
5	Product selection and product order		
6	Sales plan		
7	Product and sales education		
8	Product and sales seminars		
9	Open		

# Moving Forward

This proposal contains our basic distribution program and it's requirements. This is a guide to help you to know and understand Ultra's distribution program. Please feel free to comment and suggest options to enhance our distribution program. We are open suggestions and we value your business experience.

On behalf of Ultra Chem Labs, We thank you for your sincere interest in joining our distribution team. We know the value of good chemistry in a relationship. For us it is a dedication to quality, to our distributors and end user customers. We have discovered the formula for success, and want to shared only with those we have the same commitment as we do.

At Your Service,

Sales Representative  
Ultra Chem Labs