



WHOLESALING WITH WALLFRY

Thank you for your interest in a wholesale partnership with Wallfry – we look forward to being able to work together!

To ensure that we are able to meet our common goals we have prepared the following as a quick guide to our wholesale process. Please take the time to read it to ensure that we are on the same page.

- Wallfry is happy to offer its products on a wholesale basis to merchants, resellers and other retail outlets.
- As Wallfry already has an established online retail presence, we are careful in choosing our partners to ensure that everyone is able to continue their business in a sustainable fashion. We do this by offering retailers a substantial discount in return for a higher volume of sales.
- Wallfry has worked hard to build a brand and reputation in the market. We are customer-service oriented, ethical and fair and we look for the same qualities in our wholesale partners. We ask our partners to sign a wholesale partner agreement to ensure that each party's rights and responsibilities are protected.
- The agreement is filled with legal jargon, but these are the key points:
 - We ask that you give Wallfry credit for the products.
 - We ask that you don't undercut us on price.
 - You agree not to sell the products on Etsy.
- And that's it! We're very excited that you're considering wholesaling with us, and if you have any questions please don't hesitate to get in touch at wallfry@gmail.com
- If you would like us to set up a wholesale partner agreement for you, please send an email with the following details:
 1. Company name (and ABN, if in Australia)
 2. Company physical address
 3. Company postal address for delivery of notices
 4. Company postal address for delivery of goods
 5. Name of authorised representative
 6. Job title of authorised representative