



robern

2025 LIGHTING SHOWROOM PARTNERSHIP PROGRAM

Strengthening Our Commitment

To Our Valued Showroom Partner,

As part of an effort to continue refining and improving our Lighting Showroom Partnership Program, we're dedicated to fostering growth, and providing collaborative marketing opportunities so that we can continue maximizing our impact, together.

Sales & Marketing Partnership

- Jointly building connections through A&D events and immersive showroom experiences at our headquarters in Philadelphia, Pennsylvania.
- Providing compelling content for advertising, social media and email marketing.

Accessible Training

- In-person training via product knowledge sessions.
- Online training via Robern Masterclass.

Merchandising

- Introducing new products to offer to customers, offering exclusive promos to get them out of catalogs, and onto your sales floors.
- Expanding our Flagship Showroom Program, in which Robern partners with key accounts to build out inspirational and luxurious Robern branded vignettes.

At the heart of our brand are personal expression, thoughtful technology, and American craftsmanship. We aim to extend these core values to you, our showroom partners, ensuring you feel empowered to work creatively, seamlessly, and impactfully.

Thank you, as always, for your continued support and ongoing partnership.

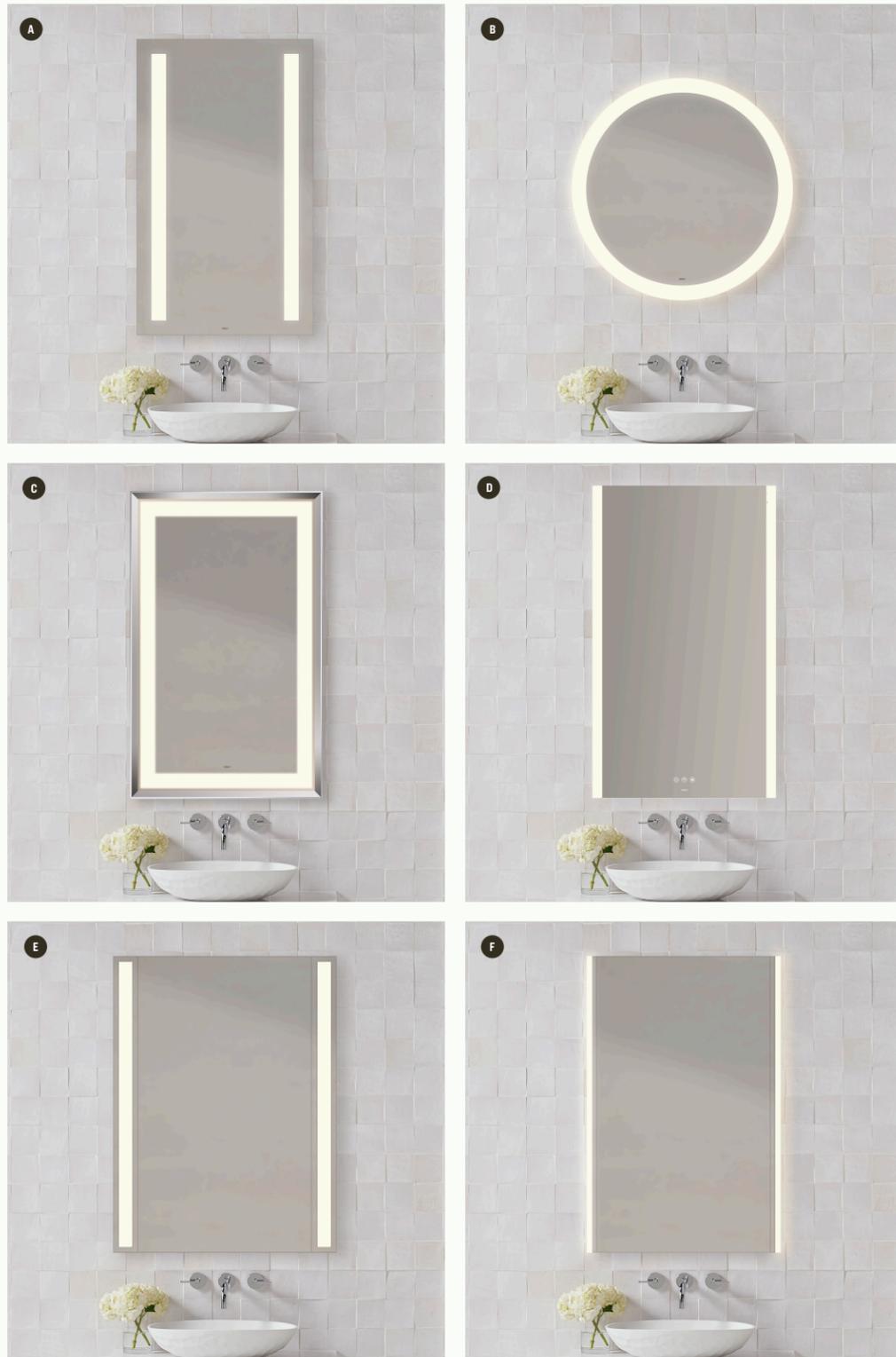
Kind regards,



Kim Melendez
Director of Sales

2025 Program Overview

PROGRAM LEVEL	TIER 1	TIER 2
REQUIREMENTS		
INITIAL INVENTORY ORDER	\$8,000	\$0
ACCOUNT REVIEW	Must complete monthly sales reporting and display review	Must complete quarterly sales reporting and display review
TRAINING REQUIREMENTS	1. Robern product and trend training 1 session/year - must have an identified robern product expert - must have 1 associate per showroom registered on robern masterclass training program	
SHOWROOM DISPLAYS	Please refer to in-depth program level display requirements. (Requirement: remove discontinued items on display past the 6 month discontinuation date.)	
BENEFITS		
MULTIPLIER	.405	.45
DISPLAY MULTIPLIER	.20	.30
SHOWROOM MERCHANDISING	All registration levels eligible	
FREIGHT	Free freight over \$2,000 net	
LEAD TIME	Between 2 to 4 weeks	
QUICK SHIP	Shipping within 72 hours	
ORDER TRACKING	Get 24/7 access to enter orders, check order status, review pricing, tracking information, etc. Everything except inventory. To learn more, visit robern.com/order-status .	



Tier 1 Display Requirements

MINIMUM ROBERN PRODUCT VIGNETTES ON DISPLAY

5

- A** Vitality® Rectangle Lighted Mirror – Any light pattern
- B** Vitality Round Lighted Mirror – Different light pattern than Rectangle
- C** Sculpt® Lighted Mirror
- D** Instinct Lighted Mirror
- E** M Series Reserve™ Medicine Cabinet with InLine 2.0 Lighting
OR
- F** M Series Reserve Medicine Cabinet with Vesper™ Lighting

Tier 2 Display Requirements

MINIMUM ROBERN PRODUCTS ON DISPLAY

4

- A** Vitality Rectangle Lighted Mirror – Any light pattern
OR
- B** Vitality Round Lighted Mirror – Any light pattern
- C** Sculpt Lighted Mirror
- E** M Series Reserve Medicine Cabinet with InLine 2.0 Lighting
OR
- F** M Series Reserve Medicine Cabinet with Vesper Lighting

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Designed to feel beautiful

At Robern, beauty isn't just seen, it's felt. Every single product we make puts you at the heart of its design – so, they not only look beautiful, but also instill a sense of joy, confidence and satisfaction to those who use them.

Since 1968, Robern has become a symbol of American craftsmanship, weaving thoughtful technology and seamless design to reimagine the spaces that make us feel beautiful.

robern.com

contactus@robern.com

800-877-2376



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