



# ALCHIMIST

## Distributor Partnership Guide

*Join the Alchemist Dealer Network*

## Why Become an Alchemist Distributor?

Partnering with Alchemist means representing one of the most respected names in car audio engineering. Our distributor program offers attractive margins, marketing support, and access to a product line that is synonymous with German quality and audiophile performance.

### Key Benefits

- Premium brand recognition with over 80 years of heritage
- Competitive dealer margins ranging from 30% to 50%
- Comprehensive marketing materials and co-op advertising support
- Dedicated account manager and priority technical support
- Exclusive territory protection (National and Exclusive tiers)
- Training and certification programs for your sales and installation teams
- Access to pre-release products and beta testing programs
- Annual dealer conferences and networking events in Germany

## Distribution Tiers

Alchemist offers three partnership tiers designed to match your business scale and ambitions. Each tier provides increasing levels of support, exclusivity, and benefits.

Feature	Regional	National	Exclusive
Investment	EUR 4,999	EUR 19,999	EUR 99,999
Territory	City/Region	Country-wide	Exclusive Country
Dealer Margin	30%	40%	50%
Marketing Fund	EUR 500/yr	EUR 5,000/yr	EUR 25,000/yr
Training	Online	On-site	On-site + Germany
Account Manager	Shared	Dedicated	Senior Dedicated
Product Priority	Standard	Priority	First Access
Min. Annual Order	EUR 10,000	EUR 50,000	EUR 200,000
Demo Products	2 units	5 units	Full range
Event Invitations	Webinars	Regional	Global + VIP



## Application Process

1. Submit your application online at [www.alchemists.com/partners](http://www.alchemists.com/partners) or email [partners@alchemists.com](mailto:partners@alchemists.com).
2. Include your company profile, current product portfolio, and annual revenue figures.
3. Our partnership team will review your application within 5 business days.
4. Qualified applicants will be invited for a video call to discuss territory and tier options.
5. Upon agreement, sign the distributor contract and complete the initial investment.
6. Receive your starter inventory, marketing kit, and access to the dealer portal.
7. Complete the online or on-site training program within 30 days.
8. Begin selling and promoting Alchemist products in your territory.



## Contact for Partnership

Ready to join the Alchemist family? Our partnership team is here to guide you through the process and answer any questions.

### Partnership Department

- Email: [partners@alchemists.com](mailto:partners@alchemists.com)
- Phone: +49 (0) 69 123 4568
- Website: [www.alchemists.com/partners](http://www.alchemists.com/partners)
- Office Hours: Monday - Friday, 9:00 - 17:00 CET

We look forward to building a successful partnership together and bringing Alchemist's German-engineered sound quality to car audio enthusiasts in your market.