

HOUSE of CASTELLO®

Distribution Partnership Program

Build Your Market. Backed by the House.

Authorized Distributor • Stocking Distributor • Exclusive Distributor

CASTELLO BRANDED DISTRIBUTION + PRIVATE LABEL CAPABILITIES

1. Why HOUSE of CASTELLO

A partner receives more than products: brand architecture, manufacturing depth and commercial infrastructure.



SINCE 1935	Heritage and a differentiated premium-luxury product story.
PRODUCT PLATFORM	Signature™ • 1935™ • Entra™ across Bed, Bath, Table and Accessories.
GLOBAL CAPABILITY	Manufacturing, sourcing, product development and quality oversight.
PARTNER SUPPORT	Samples, training, quotations, marketing assets and account development.
COMMERCIAL TOOLS	Financing access for qualifying orders and fulfillment support where agreed.

2. Three ways to partner

Choose the level of inventory, market commitment and territorial protection appropriate to your business.

OPTION 1

CASTELLO Authorized Distributor

Sell without stocking

- No general inventory requirement
- Non-exclusive territory
- Protected originated accounts
- 25–35% target gross margin

OPTION 2

CASTELLO Stocking Distributor

Stock. Fulfill. Grow.

- $150K–$300K opening inventory
- Preferred / defined market rights
- Local availability and fulfillment
- 30–40% target gross margin

OPTION 3

CASTELLO Exclusive Distributor

Develop and protect a market

- Negotiated inventory commitment
- Defined protected territory
- Dedicated sales force + targets
- Preferential economics

Margins are illustrative planning objectives and depend on product, volume, service level, freight, duties and customer pricing.

3. Option 1 — CASTELLO Authorized Distributor

Non-stocking, order-based distribution for established B2B sales organizations.



DISTRIBUTOR PROVIDES

Customer relationships
Prospecting and presentations
Account development and follow-up
Forecasting and local market knowledge

HOUSE PROVIDES

Approved assortment and samples
Specifications and quotations
Manufacturing and sourcing
Training, assets and agreed logistics

COMMERCIAL STRUCTURE

No general stocking requirement
Non-exclusive territory
Account protection where earned
Target distributor margin: 25–35%

4. Option 2 — CASTELLO Stocking Distributor

Local inventory supports faster delivery, stronger market presence and enhanced distributor economics.



OPENING INVENTORY	**$150K–$300K**	Planning range
WAREHOUSE	**Required**	Inventory + local fulfillment
TERRITORY	**Preferred / defined**	Still potentially non-exclusive
TARGET MARGIN	**30–40%**	Subject to product economics

Distributor also commits to replenishment planning, inventory control, customer service and dedicated local sales support.

5. Option 3 — CASTELLO Exclusive Distributor

Territorial protection is earned through investment, dedicated execution and sustained performance.



1. **TERRITORY** — Defined by geography and/or channel
2. **INVESTMENT** — Opening inventory and market-development budget
3. **ORGANIZATION** — Dedicated qualified sales team and local service
4. **PERFORMANCE** — Annual purchases, sales targets and quarterly forecasts
5. **PROTECTION** — Exclusivity continues when commitments are met

Illustrative purchase commitments: Year 1 $500K–$1M • Year 2 $1M–$2M • Year 3+ territory-specific annual plan.

6. CASTELLO branded distribution or Private Label

Two commercial lanes, with different rights and protections.



CASTELLO BRANDED

Signature™ • 1935™ • Entra™
Brand standards • possible account/territory protection
Approved marketing and quality controls

PRIVATE LABEL

Customer or distributor brand
HOUSE manufacturing + development + packaging
Normally non-exclusive; account protection separately agreed

7. What HOUSE provides — what the distributor builds

The partnership works when responsibilities are clear and complementary.

HOUSE BUILDS THE PLATFORM

- Brand and product architecture
- Manufacturing and global sourcing
- Product development and specifications
- Samples, training and marketing assets
- Hospitality expertise and quotations
- Financing access for qualifying transactions
- Fulfillment support where agreed
- Brand and quality standards

THE DISTRIBUTOR BUILDS THE MARKET

- Customer relationships
- Qualified sales organization
- Market knowledge and pipeline
- Territory development
- Inventory where applicable
- Local fulfillment where applicable
- Forecasting and reporting
- Customer service and follow-up

Riserva™ remains outside standard distribution and is handled by HOUSE through qualified referral or participation arrangements.

8. Performance protection for exclusive territories

Exclusivity protects performance, not inactivity.

80%+	**CONTINUE**	Exclusive status and territory protection continue.
65–79%	**CORRECT**	Written corrective action plan, support and cure period.
Below 65%	**REVIEW**	Potential reduction of exclusivity, reassignment or conversion to non-exclusive.

Recommended process: written deficiency notice → 90-day cure → possible extension where meaningful progress is demonstrated → proportionate remedy.

Final targets must reflect territory potential, channel mix, HOUSE support commitments and distributor investment.

9. Choose your level of commitment

A clear comparison for potential distribution partners.

	Authorized	Stocking	Exclusive
Inventory	None / minimal	$150K–$300K	Required / negotiated
Territory	Non-exclusive	Preferred / defined	Protected
Account protection	Yes	Yes	Yes
Annual targets	Modest	Higher	Required
Sales force	Required	Required	Dedicated
Margin objective	25–35%	30–40%	Preferential
HOUSE support	Full	Full	Strategic
Private Label	Yes	Yes	Yes
CASTELLO brand	Yes	Yes	Yes
Riserva	Referral only	Referral only	Referral only

Franchise partners bring CASTELLO to consumers. Distribution partners build Hospitality, Trade and Commercial markets.

10. Partnership pathway

A disciplined process protects the brand while matching each partner to the right distribution model.

1

QUALIFY

Market position • customer base • leadership • financial capacity

2

SELECT MODEL

Authorized • Stocking • Exclusive • CASTELLO and/or Private Label

3

BUILD PLAN

Territory • channels • sales force • inventory • annual targets

4

DOCUMENT

Distribution agreement • account schedules • pricing • brand standards

5

LAUNCH

Training • samples • pipeline • inventory / first orders • quarterly reviews

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Illustrative discussion materials only. Final economics, territory, exclusivity and legal terms require diligence and definitive agreements.