

From Middleman to Market Leader:

Tested and Verified:

**Explore How Our Licensees' Triumphs Can
Transform Your Distribution Business**

Introduction

You've built a solid business distributing big household brands, serving up consumer electronics, appliances, or even beyond to a vast network of retailers.

If you feel you're at a crossroads, considering whether to spice up the mix with your own product line, you should take a look at our deep-dive, which explains how you, as distributor, wholesaler, or importer, can take control of your destiny in the marketplace, driving your growth and ultimately fattening your bottom line.

First of all, let's focus solely on your bottom line —saving time, saving money, and making more profit. Here's how your own product under the banner of a licensed brand line can deliver on all three:

I Increase Margins More Money in Your Pocket

With your own products, you're not just a middleman anymore; you're the source. This shift means you capture a larger portion of the sales price as profit.

You set the prices without the constraints of brand-set MSRP (Manufacturer's Suggested Retail Price) from the big brands.

More control over pricing means better margins and more money in your pocket. Plus, you can **create products with higher margins than you might get from distributing alone.**

2 Streamline Operations – Save Time

Right now, dealing with big brands involves negotiations, managing complex relationships, and adhering to their supply and delivery timelines, which can be time-consuming.

Having your own brand streamlines your operations. You design the supply chain, choose the manufacturers, and control the distribution, eliminating unnecessary steps and inefficiencies.

This means less time dealing with external brand demands and more time optimizing your business.

3

Reduce Dependency, Mitigate Risks, Save Money

Depending solely on big brands leaves you vulnerable to their strategic changes—like adjustments in pricing, alterations in supply chain policies, or even direct sales to retailers cutting you out.

By developing your own product line, you diversify your business and reduce dependency on these brands, mitigating significant business risks.

This saves money by avoiding potential losses due to factors outside your control and secures your business position in the market.

4 Exclusive Market Presence, Command Premium Prices

When you develop your own product line, you create something exclusive.

Retailers can't get your products from anyone but you.

This exclusivity can be leveraged to command premium prices, particularly if your products meet a high standard or fill a niche that's currently underserved by the big brands.

5

Scaling Up - Think bigger

This isn't just about selling to your current retailers.

With your own product line under the umbrella of a well-known licensed brand, you could expand online, tap into direct-to-consumer markets, or even explore international markets.

It's about expanding your reach and increasing your profits in ways you couldn't before.

6 Long-Term Growth – More Profits

Licensing a brand and creating your own products isn't just about immediate gains and setting up for long-term growth.

As your licensed products gain recognition and loyalty among retailers and consumers, their value grows, thereby **increasing your company's overall worth and profitability.**

This is an asset you fully control and can scale at your own pace, unlike your deals with big brands, which are bound by their terms and growth strategies.

7 Direct Feedback for Quick Adjustments – Save Time and Enhance Profitability

Having a direct relationship with your retailers as a brand licensee allows you to gather feedback quickly and adjust your products in real-time.

This agility can lead to higher customer satisfaction and better sales, which is often delayed when you are just the distributor reliant on larger brand adjustments.

But There's More

All these seven facts may be obvious, but there's more.

Distributors, wholesalers, and importers in our licensee community reported that licensing one of our established brands fundamentally changed how their businesses are perceived by investors, banks, potential hires, and the market at large.

This may come as a surprise (and it wasn't in our sales pitches because even we hadn't realized its impact), but we'll cover it thoroughly on the following pages.

A Enhanced Business Prestige and Credibility

When you license a well-known brand, you inherit its prestige.

Suddenly, you're not just a distributor; you're a key partner of a respected and recognized brand.

This prestige boosts your credibility in all professional interactions.

A Enhanced Business Prestige and Credibility

IMPACT

Leveraging the brand's established reputation accelerates trust-building with stakeholders, reduces the need for extensive marketing efforts, and opens doors to larger, more profitable business opportunities.

SAVES TIME

You spend less time convincing potential partners, investors, and customers of your business's viability and stability because the brand's reputation speaks for itself.

SAVES MONEY

Lower marketing and PR costs, as leveraging the brand's established credibility means you don't need to invest heavily to build trust from scratch.

INCREASES PROFITS

Higher credibility can lead to larger orders and contracts, directly boosting revenue.

B Attracting Investment and Financing

Banks and investors love stability and a clear path to returns.

When you're associated with a successful, well-known brand, they see a lower-risk, higher-reward opportunity.

Licensing a big brand can be a game-changer for how financial institutions view your business's potential and stability.

Banks take you more seriously because you're backed by a brand they trust.

B Attracting Investment and Financing

IMPACT

The association with a renowned brand quickens the acquisition of favorable financing, reduces financial costs due to better terms, and facilitates capital-driven expansion to boost revenue.

SAVES TIME

Quicker financing approvals due to enhanced trust and lower perceived risk from banks and investors familiar with the brand.

SAVES MONEY

Potentially lower interest rates on loans and better investment terms due to reduced risk associated with your business.

INCREASES PROFITS

Access to capital allows you to expand and scale operations more efficiently, increasing overall profitability.

C Leverage in Negotiations

As the license holder, you are stronger in negotiations with suppliers and other business partners.

They're not just dealing with another distributor but with an authorized representative of a major brand.

This leads to better terms, priority supplies, and enhanced cooperation, significantly improving your operational efficiency and profitability.

C Attracting Investment and Financing

IMPACT

Holding a license from a recognized brand expedites negotiations, secures cost-effective purchase terms, and enhances profit margins through improved supply chain deals.

SAVES TIME

Stronger bargaining power means negotiations are quicker and more favorable.

SAVES MONEY

Better terms on purchasing and contracts reduce costs.

INCREASES PROFITS

Favorable purchasing terms improve margins on products sold.

D Recruitment and Team Building

Top talent is drawn to brands that they respect and recognize. Offering the opportunity to work with a renowned brand makes your company a more attractive place to work.

This helps attract and retain the best employees, reducing recruitment costs and fostering a stronger, more capable team.

D Recruitment and Team Building

IMPACT

The brand's draw cuts recruitment time, decreases turnover costs with a stable, skilled workforce, and drives company productivity, that directly enhances profitability.

SAVES TIME

Faster recruitment cycles due to higher interest from qualified candidates attracted to the brand.

SAVES MONEY

Reduced hiring costs through lower turnover and fewer resources spent on attracting top talent.

INCREASES PROFITS

A more skilled and efficient team improves operational efficiency and productivity, boosting profits.

E Marketing and Sales Leverage

Licensing a well-known brand naturally extends its built-in marketing power to your business.

You benefit from the brand's established marketing and advertising, boosting your own sales and marketing efforts.

This increases sales and enhances your marketing ROI.

Consumers and retailers are more likely to buy from a distributor associated with a respected brand, as it reduces their perceived risk.

E Marketing and Sales Leverage

IMPACT

Utilizing the brand's existing marketing resources shortens campaign development time, cuts promotional costs, and significantly increases sales through heightened consumer attraction.

SAVES TIME

Less time needed to create and test marketing strategies as you can utilize proven branding and promotional materials.

SAVES MONEY

Reduced advertising spending due to the effectiveness of leveraging a well-known brand's existing campaigns.

INCREASES PROFITS

Enhanced brand recognition drives sales volume up, directly and positively impacting the bottom line.

F

Differentiation from Competitors

As a licensed brand distributor, you immediately stand out from competitors who may only offer lesser-known or generic brands.

This differentiation can be crucial in **retaining current customers and attracting new ones**, especially in competitive bidding situations.

F

Differentiation from Competitors

IMPACT

Immediate market distinction provided by the licensed brand reduces the need for aggressive competitive strategies, minimizes marketing expenditures, and enables premium pricing strategies that improve profits.

SAVES TIME

Less effort is needed to stand out in the market, as the brand's identity automatically differentiates you.

SAVES MONEY

Avoids the costs associated with trying to out-market competitors, since the licensed brand provides a competitive edge.

INCREASES PROFITS

Unique market positioning allows for premium pricing, enhancing profit margins.

G Increased Business Value

Long-term, licensing a recognized brand can substantially increase the intrinsic value of your business.

Should you decide to sell the business or seek major investors, being a licensed brand distributor can significantly **enhance the appeal and valuation of your company.**

G Increased Business Value

IMPACT

The premium associated with the licensed brand swiftly elevates business valuation, reduces equity and capital transaction costs, and ensures superior profitability in strategic business dealings.

SAVES TIME

Quicker transactions in business sales or capital raising due to the added value of the licensed brand.

SAVES MONEY

Higher company valuation can lead to better terms in mergers, acquisitions, or investment rounds.

INCREASES PROFITS

Ultimately, a higher valuation and stronger market position lead to greater long-term profitability through strategic transactions and operations.

established.inc

Flip the script on your distribution game by launching products under an iconic licensed brand. You'll cut out the middleman markups and keep profits flowing straight into your pocket.



we are established.inc

a creative licensing company that stewards,
and empowers the world's best brands in
electronics, appliances and beyond.

With a history that money can't buy, our
brands carry the weight of centuries and
the investment of millions.



Whether you're just exploring or ready to commit, our door is open.

- Get honest insights about licensing's potential for your business
- Review our brand portfolio to find your perfect match
- Evaluate your product ideas against our available opportunities

We're here to help, regardless of where you are in your journey.

» Request Your Personal Licensing Advice

stay brilliant.

