

Dealer Authorization Application



Heckler Design wishes to offer its products for resale only to those retailers that can help maintain Heckler Design's premium brand image. All retailers offering Heckler Design products must be authorized to do so directly with Heckler Design. Heckler Design will maintain a list of authorized dealers with all of our distributors. Please complete the following and submit a PDF to sales@hecklerdesign.com for consideration and approval.

To maintain your dealer authorization, you agree to the following:

1. MAP will be no less than Heckler Design's MSRP, including when presented in online carts. You will not be a discount source for Heckler Design products.
2. Heckler Design products will be excluded from any company-wide discount promotions or coupons.
3. All sales on Amazon, eBay, and websites not listed below must be pre-approved, in writing, by Heckler Design.
4. Bundling Heckler Design products with other products is permissible, so long as the bundle include at least one other, non-Heckler Design item that has an MSRP equal to or greater than the MSRP of the Heckler Design product(s) in the bundle. Bundles the meet this requirement are exempt from item #1 stated above.
5. All marketing materials and bundle packaging will clearly include the Heckler Design brand name and applicable product name(s). Your marketing materials will not give a reasonable person the impression that the product is generic, or manufactured by anyone but Heckler Design.
6. You will not offer WindFall look-alike products or any product that we believe infringes on our intellectual property. Other products deemed by Heckler Design to infringe on our design and utility patents will be removed from your site.
7. Customer service with a maximum response time of 1 business day will be available by phone and by email to your customers for Heckler Design products. In the event warrantee service is required, your service staff will introduce your customer and the service issue to our service staff via service@hecklerdesign.com.
8. Corrective action of any issue reported by Heckler Design will be completed within 2 business days.

Corporate Name	
DBA (if applicable)	
Website URL	
Contact Name	
Contact Title	
Contact Direct Phone #	
Contact Direct Email	
Postal Mail Street Address	

DEALER

Signed by: _____

Print name: _____

Heckler Design Approval Signature
