

Hallo,

Thank you for registering your interest in becoming a **Reseller** of our tiles. At The Dutch Tile Project, we're open to partnering with Resellers who want to showcase our products in physical locations. We are evaluating your inquiry and will get in touch with you asap. In the meantime, please read through the details of our wholesale proposition and policy below.

### **While we are getting to know you, here's a bit about us**

We are Max and Philippe, two friends from the Delft area in the Netherlands. In 2023, we came up with the idea for the Dutch Tile Project in one of our favourite cafés in Amsterdam: to put a modern twist to the beloved tradition of Dutch Delftware. Each of our tiles tells a unique story. Whether it's a memory, a passion or an inside joke, our mission is to delight people with unique art that touches the heart and puts a smile on people's faces.

### **Our approach**

Each tile is made-to-order in our home town of Amsterdam. Our goal is to avoid as much waste as possible, so the making of a tile only starts once an order is placed. This means less deadstock, less waste and the ability to do custom tiles when requested. The positive effect of our approach is reflected by our customers: we rarely get returns.

### **What we stand for**

While our story began in Amsterdam - we brought the first tiles around by bike ourselves - our tiles can now be found all over the world. From India to New Zealand and from Singapore to Brazil. From every country we receive heartfelt and sometimes even touching responses. And that's exactly what this project is all about for us: sharing stories that put a smile on people's face. Life is serious enough as it is.

### **Our terms and conditions for Resellers**

- You may only resell our products in physical retail locations (brick and mortar). Selling our products online, i.e. through your own webshop or third parties such as Bol.com, Marktplaats or Etsy, will mean deactivation of your Reseller account.
- The minimum order value for Resellers is € 300.

### **Product details**

Our tiles come in three sizes: 11x11cm, 15x15cm, 20x20cm and as a fridge magnet with a size of 5x5cm. Each tile is designed and made one-by-one in The Netherlands.

### **Available products for Resellers**

All products available in our regular webshop are also available to Resellers, except for the following:

- The Artist Collection
- Exclusive designs
- Tile stands
- Gift cards

Keep in mind that the products available in our regular webshop may change over time, meaning the products available to Resellers may also vary.

## Ordering Process

As a Reseller, you will get access to a dedicated Reseller webshop. Here, wholesale orders can be placed by selecting the desired tiles (designs, quantities, ornaments) and filling out the desired delivery address. When placing your order, please specify whether you'd like the tiles with or without corner ornaments by selecting the option from the dropdown in the document. Once the order is paid, production will begin. We estimate 4-5 business days for the tiles to be produced and 2-3 business days for shipment and delivery.

## Repeat Orders

With your Reseller account, you are in full control of how often you want to place new orders. There is a convenient page within the Reseller webshop called the 'Quick Order Page', where you can easily and quickly place repeat orders.

## Wholesale and recommended retail pricing

Tile size	Wholesale pricing (excl VAT)	Recommended retail pricing (incl VAT)
11x11 cm	€14,48	€24,95
15x15 cm	€16,80	€28,95
20x20 cm	€18,54	€31,95
Fridge magnet	€12,16	€20,95

These RRP's provide a gross margin of approximately 45%. However, as a Reseller you are free to set your own prices. Of note: one of our Reseller partners often sells out quickly, even when pricing the tiles between €30 and €35.

## Shipping

We offer free shipping on all wholesale orders over €500. Tiles are shipped in bulk plain packaging, without branding.

## Social media

Want to stay up-to-date on new products and other exciting projects we've got coming up? Follow us on [LinkedIn](#), [Facebook](#) or [Instagram](#). @thedutchtileproject.

If you'd like us to feature you and your store on our socials, tag us in your posts or stories using @thedutchtileproject. We are always looking for good content to showcase our tiles and the smile they bring to people's faces.

We hope we've been able to give you a good overview of our Wholesale Proposition. We look forward to working together.

All the best,  
The Dutch Tile Project