

MELKER OF SWEDEN

We offer sleek and stylish kayaks for an active and conscious lifestyle.
For season 2020 and onwards we offer the following business models;

AFFILIATE

Best suited for you who use our products in your day to day business like kayak rentals, kayak travels, test centers, instructors, guides, influencers, hotels, outdoor villages...

WHAT IS OUR OFFERING

- Discounted products for use in your day to day business
- Kickback on every sell to end-customers
- Access to our marketing material
- No risk, no warehousing, no logistics hassle, and no aftersales handling (warranty claims etc)

WHAT WE SEE IN YOU

- A forward thinking business with nature and active lifestyle as a key part
- A healthy and thriving business
- An active and forward thinking brand with good digital presence

OUR EXPECTATIONS

- Good understanding of Melker brand story and products
- Usage of our products in your day to day business
- Active marketing in line with our brand guidelines
- Ambition to sell at least 10 kayaks

RESELLER

Our reseller strategy is to work very closely with a few selected and strategic resellers in each country, to jointly build the Melker brand story and to successfully sell our products on the local market.

WHAT IS OUR OFFERING

- Joint go to market planning
- Tailored marketing materials
- In-store branding
- Direct and close support
- Education and training
- Fast delivery times
- Smooth warranty handling

WHAT WE SEE IN YOU

- A well known and experienced reseller
- A healthy and thriving business
- An active and forward thinking brand with good digital presence

OUR EXPECTATIONS

- Good understanding of Melker brand story and products
- Our full product portfolio in store to test
- Detailed product descriptions in digital channels
- Active in-store, digital & event marketing according to our joint plan
- Ambition to sell at least 50 kayaks