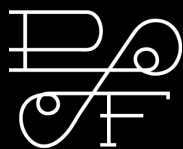




**PRAVADA**[®]
F L O O R S



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Welcome!

New Authorized Dealer,

Thank you for choosing Pravada Floors. We are pleased to be your business partner and supplier of some of the worlds most beautiful floors!

We take great pride in ensuring our new dealers are fully supported as they introduce our product line. Please find the enclosed "Welcome Kit" with everything you need to get started with Pravada Floors.

We are looking forward to helping you increase profitability by providing your showroom with beautiful, high quality products for your clients to choose from.

Sincerely,

Pravada Floors Team!

Why us?

DESIGNED IN CANADA

Pravada floors are designed in Canada and inspired by trends from around the world. We merge the latest global trends and technologies with our style to produce relevant, timeless, contemporary floors that compliment any design.

FUTURE MINDED CONSTRUCTION

The lifespan of wood floors can exceed 100 years. For sustainability and to further reduce our impact on the environment we use just enough slow growth, noble wood, to achieve the look you love. We support that with a structure of fast growing eucalyptus, harvested from dedicated plantations.

QUALITY & EXPERTISE

Pravada Floors has been in business for over 16 years. We've manufactured and distributed high quality wood and resilient floors for over 17 years.

TOP NOTCH FINISHES

We use three main types of finishes: UV Lacquer, UV Oil, and UV Hardwax Oil to achieve beauty and longevity for all our floors.

CONTACTS

ORDER DESK & SHIPPING

Phone: 1 (604) 597-6881

Toll Free: (888) 772-8232

Email: orders@pravadafloors.com

MARKETING & COMMERCIAL

Toll Free: (888) 772-8232

Email: forms@pravadafloors.com

pravadafloors.com/collaborate

SAMPLES & MERCHANDISING

Toll Free: (888) 772-8232

Email: samples@pravadafloors.com

DESIGN PASSION
FORGED WITH
PASSION FORGED WITH
DESIGN

GETTING STARTED

FOR DEALERS

.....

DEALER REGISTRATION



Complete the dealer registration. Print & Online versions available.

TERMS & CREDIT



Complete the credit application. Print & Online versions available.

REQUEST DISPLAYS

Complete the Dealer Display System Agreement . Print & Online versions available.

DEALER PORTAL

Once approved, you will receive an invitation to activate your Pravada Dealer Account.

TOOLS & RESOURCES

Pravada Floors Dealer Portal
pravadafloors.com/dealers

INSPIRATION

Collections & Lookbooks
pravadafloors.com/lookbook

PRODUCT KNOWLEDGE

Product Information
pravadafloors.com/spec-sheets

RETAIL RECOGNITION

Dealer Locator
pravadafloors.com/dealer-locator





Dealer Registration Form Available Online

Display Systems Lease agreement included

Business Operating Name

Business Operating Name

Phone

Fax

Email

Open Days

Open Hours

Business Website

Business Location

Business Mailing Address

Street Address

City

Street Address

City

State/Province

Country

Zip/Postal Code

State/Province

Country

Zip/Postal Code

Accounting Contact

Name

Email

Phone

Order Desk Contact

Name

Email

Phone

Sales Contacts

Name

Email

Phone

Name

Email

Phone

Ownership/Authorized Officers

Name

Email

Title

Phone

Pravada Sales Representative

Requesting Displays

Yes

☐

No

☐

Signed Display Rack Lease Agreement

Yes

☐

No

☐

Signature

DISPLAY SYSTEM LEASE AGREEMENT

This agreement is made on this _____ day of _____ (Month), _____(Year) by and between

PRAVADA FLOORS INC. (the "MANUFACTURER") and _____ (the "COMPANY")

1. **DUTIES OF MANUFACTURER.** MANUFACTURER agrees to service the display systems in a reasonable and timely manner. This shall include distribution of display racks, sample boards, and merchandising materials when available. MANUFACTURER is not responsible for shipping costs related to any merchandising materials. MANUFACTURER at its discretion, may occasionally add, remove or update any display systems.
2. **DUTIES OF COMPANY.** COMPANY agrees to maintain the display system in good and reasonable condition. Subject to showroom floor space availability, the COMPANY agrees to exhibit complete display systems provided by MANUFACTURER. The COMPANY shall give thirty (30) days notice in writing to the MANUFACTURER if COMPANY no longer requires the respective display systems. MANUFACTURER will, in a reasonable time and manner, collect the respective display systems. COMPANY agrees to use display systems for Pravada Floors Inc. products only.
3. **DEFINITION OF DISPLAY SYSTEM.** All display racks, samples and merchandising materials supplied by the MANUFACTURER.
4. **OWNERSHIP.** All display systems and samples remain the property of the MANUFACTURER and are provided to the COMPANY on a 1 (ONE) year lease term. The display system will be provided to the COMPANY at \$0.00 (ZERO DOLLARS) for the initial 1 (ONE) year lease period. The COMPANY is responsible for all shipping costs related to any or all display systems. After the initial 1 (ONE) year lease period the COMPANY must maintain a minimum annual sales volume of \$50,000 (FIFTY THOUSAND DOLLARS) per annum in order to continue to receive a \$0.00 (ZERO DOLLARS)/year lease for subsequent 1 (ONE) year lease periods. The MANUFACTURER reserves the right to conduct an annual account audit of the COMPANY to determine any status changes. MANUFACTURER agrees to give thirty (30) days written notice before any changes or charges are to be made to the COMPANY account.
5. **ADDITIONAL DISPLAY SYSTEMS AND SAMPLE.** The COMPANY may order additional display system racks or samples. The cost of additional display systems are outlined in the merchandising form/package and are subject to change at any time. Further details are available by contacting Pravada Floors Inc.
6. **ERRORS AND OMISSIONS.** MANUFACTURER shall not be responsible for any errors or omissions of the products represented by the display system, rack(s), samples, or merchandising marketing materials.
7. **UNDERSTANDING.** This agreement contains the entire agreement between the parties without reliance on verbal representations.
8. **ASSIGNMENT & AUDITS.** This agreement is applicable only to the COMPANY named above and may not be sold, transferred, assigned to another party, or altered in any way without written approval of the MANUFACTURER. After the initial 1 (ONE) year lease term, the MANUFACTURER may audit annual sales received from the COMPANY. At any time during normal business hours the MANUFACTURER and or one of its representatives may enter the COMPANY premises to conduct an audit of the display systems to ensure COMPANY is provided with adequate samples and if any assistance is needed to ensure display system performance.

PRAVADA FLOORS INC.

Date _____

Name _____

Authorized Signature

Company Name

Date _____

Name

Authorized Signature



CREDIT APPLICATION

Company Information

Full Legal Name/Business Entity		Phone #	Fax #
Doing Business As (DBA)		E-Mail Address(es):	
Billing Address	City	Province/State	Postal Code/Zip
Company Type: <input type="checkbox"/> Proprietorship <input type="checkbox"/> Partnership <input type="checkbox"/> Limited Partnership <input type="checkbox"/> Limited Liability Company <input type="checkbox"/> Corporation <input type="checkbox"/> Other:			
No. of Employees	Year Business Established	Annual Sales	Type of Business
Business Number or Federal Tax ID (If Incorporated)		Province / State of Incorporation	
Dun and Bradstreet Number (if applicable)			
Credit Card Number	Expiration Date	Card Holder (backup payment method)	

Owner or Corporate Officer Information (please list (2) minimum)

Full Name (including middle initial)	Title	Social Security #		
Home Address	City	Prov./ State	Postal/Zip	Phone #

Full Name (including middle initial)	Title	Social Security #		
Home Address	City	Prov./ State	Postal/Zip	Phone #

Trade Credit References (please list (3) minimum – Utility references not acceptable)

Company Name	Accounts Receivable Contact			
Address	City	Prov./ State	Postal/Zip	Phone # / Fax #
Email:				

Company Name	Accounts Receivable Contact			
Address	City	Prov./ State	Postal/Zip	Phone # / Fax #
Email:				

Company Name	Accounts Receivable Contact			
Address	City	Prov./ State	Postal/Zip	Phone # / Fax #
Email:				

Banking Information

Bank Name	Bank Account Number	
Address	City	Prov/State
Contact Name	Contact Email	Telephone

Financial Information.

Company Total Assets	Company Total Liabilities	Annual Income	Type of Business
Have you or your officers or affiliates ever filed a petition in bankruptcy? <input type="checkbox"/> Yes <input type="checkbox"/> No			
Is your company subject to any litigation? <input type="checkbox"/> Yes <input type="checkbox"/> No If so, describe:			

Credit Limit Request

Credit Limit Requested

I/We hereby certify that the information contained herein is complete and accurate. I/We hereby apply for credit and affirm financial responsibility, ability and willingness to pay invoices in accordance with published terms. Payment terms are net 30 days and begin from date of invoice. Invoices not paid within thirty (30) days *may* be charged against credit card listed above. The above information is warranted to be true and complete. I/We authorize Pravada Floors Inc. to make such credit investigations as Pravada Floors Inc. sees fit, including contacting the above trade references and banks and obtaining credit reports. I/We authorize all trade references, banks, and credit reporting agencies to disclose to Pravada floors Inc. any and all information concerning the financial and credit history of my company and myself. I/We agree to pay all costs of collection and litigation on this account in accordance with the laws of the Creditor's Province or State of Incorporation. This information has been furnished with the understanding that it is to be used to determine the amount and conditions of the credit to be extended. Furthermore, I/we understand that if this **credit application** is transmitted by fax, it will be considered as if it were an original copy.

I have read the terms and conditions stated above and agree to all of those terms and conditions.

Authorized Signature: _____ Date: _____

Printed Name: _____ Title: _____

ORDERING

A 5-STEP PROCESS

EMAIL: orders@pravadafloors.com

FAX: 1 (604) 597-6863



1

2

3

4

5

EMAIL /FAX ORDER

ORDER PROCESSING

CONFIRM ORDER

SCHEDULE PICKUP

PRODUCT SHIPPED

SEND ORDER
DETAILS
INCLUDING PO#
- EST. PICKUP
DATE AND ANY
SPECIAL
INSTRUCTIONS,
TO OUR ORDER
DESK

ORDERS WILL
BE PROCESSED
WITHIN ONE
BUSINESS DAY
AND AN EMAIL
CONFIRMATION
IS SENT FOR
YOUR REVIEW

CONFIRM YOUR
ORDER DETAILS
AND SUBMIT
PAYMENT OR
CONFIRM
CREDIT TERMS
TO COMPLETE
YOUR ORDER

CONFIRM
PICKUP DATE
24HRS PRIOR
AND ADVISE US
OF CARRIER
INSTRUCTIONS
(WRAPPED
PALLET OR
HAND BOMB)

AUTHORIZED
CARRIER WILL
PROVIDE THE
PO# AND SIGN
TO RELEASE
THE ORDER AT
THE TIME OF
PICKUP



INTERNET / ONLINE SALES POLICY

Authorized dealers should note that while online promotion of Pravada products is allowed and supported, advertised pricing and internet sales are prohibited. Samples are the only items approved for internet sales or distribution. Please visit Pravadafloors.com for complete details on our Internet Sales Policy.

SAMPLE PROGRAM

SHOWROOM DISPLAY SAMPLES

Pravada's eye catching displays are a perfect addition to any showroom. Our large display boards allow your customers to select our flooring options more efficiently, leading to quicker sales. Pravada Floors Authorized Dealers receive our latest exclusive display systems and merchandising materials. Please contact your representative for display options and availability.

DESIGNER SAMPLES

Do you work with designers? We understand supplying designers with samples supports our dealers. Our design insider program was created to ensure your designers have access to library samples so you don't have to stock them. We can provide them with a full or custom set of library samples that suit their needs.

RESTOCKING SAMPLES

If you have damaged or missing samples contact your representative to request replacements. Additional samples are available for purchase. See your pricelist or merchandising sheet.



ONLINE SAMPLE ORDER

Pravada Floors has redefined our public sample program to reduce the need for dealers to stock designer swatch samples. We now offer designer swatch samples shipped directly to your customers. You are welcome to order samples for your customers by contacting your representative.



DESIGNER SUPPORT

The Pravada Floors Design Studio was developed to support the booming BC interior design industry. Local dealers can reserve the space to provide their designers and clients with an exceptional design planning experience.

Display their design plan using hanging samples, paint and cabinet swatches, and hardware to create a large scale mood board on our mood wall. Encourage them to browse our large scale predefined mood boards for great ideas.

Decisions are made easier with beautifully designed mini room scenes meant to inspire creativity. Our 6ft vertical sample boards provide better representation of the floors.



DESIGN STUDIO BOOKING

Dealers can reserve the space for their clients by visiting our website pravadafloors.com/booking or contacting your Pravada floors representative.

Pravada Design Studio
205-19365 22 Avenue
Surrey, British Columbia

VIRTUAL STUDIO IN PRODUCTION!!



Pravada
Design
Studio



PRODUCT & MERCHANDISING

COLLECTIONS



ARTISTIQUE

A favourite among designers and design enthusiasts since pioneering wide plank designs in 2014. Wire brushed European white oak 9.5in wide, 14mm thick planks in lengths of up to 7ft (2200mm).



CANVAS

Explores the realm of possibilities from a design standpoint, inspiring you to go beyond your imagination. Wire brushed matte finish European white oak 8.5in wide, 14mm thick planks in lengths of up to 7ft (2200mm)



DÈCOR

Infused with style and class, Decor celebrates with admiration, the legacy of great Designers who made history. Wire brushed European white oak 7.5in wide, 12mm thick planks in lengths up to 6ft (1900mm) lengths.



FÉRME CHIC

Our collection was inspired by Chic farmhouses that embrace the comfort and warmth of nature in every detail, particularly the floors.. European White Oak 7.5in wide 12mm thick planks in lengths of 6ft (1900mm)



HAUTE COULEUR

Sophisticated flooring styles inspired by European finesse and charm. European White Oak floors in 7.5in wide, 12mm or 14mm thick planks in lengths up to 6ft (1830mm).



LE SOLEIL

Designed to accentuate natural character while never compromising style, Le Soleil balances reclaimed with refined in perfect harmony. European White Oak, 9.5in wide, 14mm thick planks in lengths of up to 7ft (2200mm).



LE RÊVE

Le Rêve is the collection designed to bring all your creative dreams to life in a variety of pattern possibilities. European White Oak, 7.5in wide, 14mm thick, 3Ft (950mm) Herringbone planks.

DISPLAY SAMPLES

PRAVADA 725 RACK / \$500

(FIRST SET FREE FOR NEW ACCOUNTS)

Fits: Artistique, Le Soleil, Canvas

Capacity: 16 display boards (725mm wide)

Dimensions: 60in (W) x 29in (D) x 79in (H)

PRAVADA 575 RACK / \$500

(FIRST SET FREE FOR NEW ACCOUNTS)

Fits: ALL COLLECTIONS

Capacity: 18 display boards (575mm wide)

Dimensions: 48in (W) x 29in (D) x 79in (H)

EVOLUTIONZ 575 RACK / \$500

(FIRST SET FREE FOR NEW ACCOUNTS)

Fits: Nauticor SPC, Pure Touch Laminates

Capacity: 18 display boards (575mm wide)

Dimensions: 48in (W) x 29in (D) x 79in (H)

PRAVADA 725

DISPAY BOARDS / \$50

PRAVADA 575

DISPLAY BOARDS / \$35

EVOLUTIONZ 575

DISPLAY BOARDS / \$35





C · R · E · S · S · M · A · N
HOMES OF DISTINCTION

 **PLATINUM** GROUP

 **TIEN SHER**
GROUP

FORMWERKS
BOUTIQUE PROPERTIES

VeevTM

extol
developments

AQUILINI
DEVELOPMENT

 **INTEGRA**
HOMES

 **WESTSTONE**
GROUP



LAKESIDE
CULTUS LAKE

 **FALCON**
HOMES

 **tobiano**



VISUALIZE

Image Bank

Research shows customers are happier with their choice when given the opportunity to visualize the floor in their own space. That's why we emphasize high quality imagery throughout our website and provide our dealers full access to our ever growing image vault.

Pravada Visualize

Our room scene visualizer includes all of our current engineered hardwood and waterproof SPC flooring options. It was developed to allow visitors to visualize their flooring options.

Clients can choose from curated room scenes or upload an image of their own, to get a visual representation of their flooring selections.

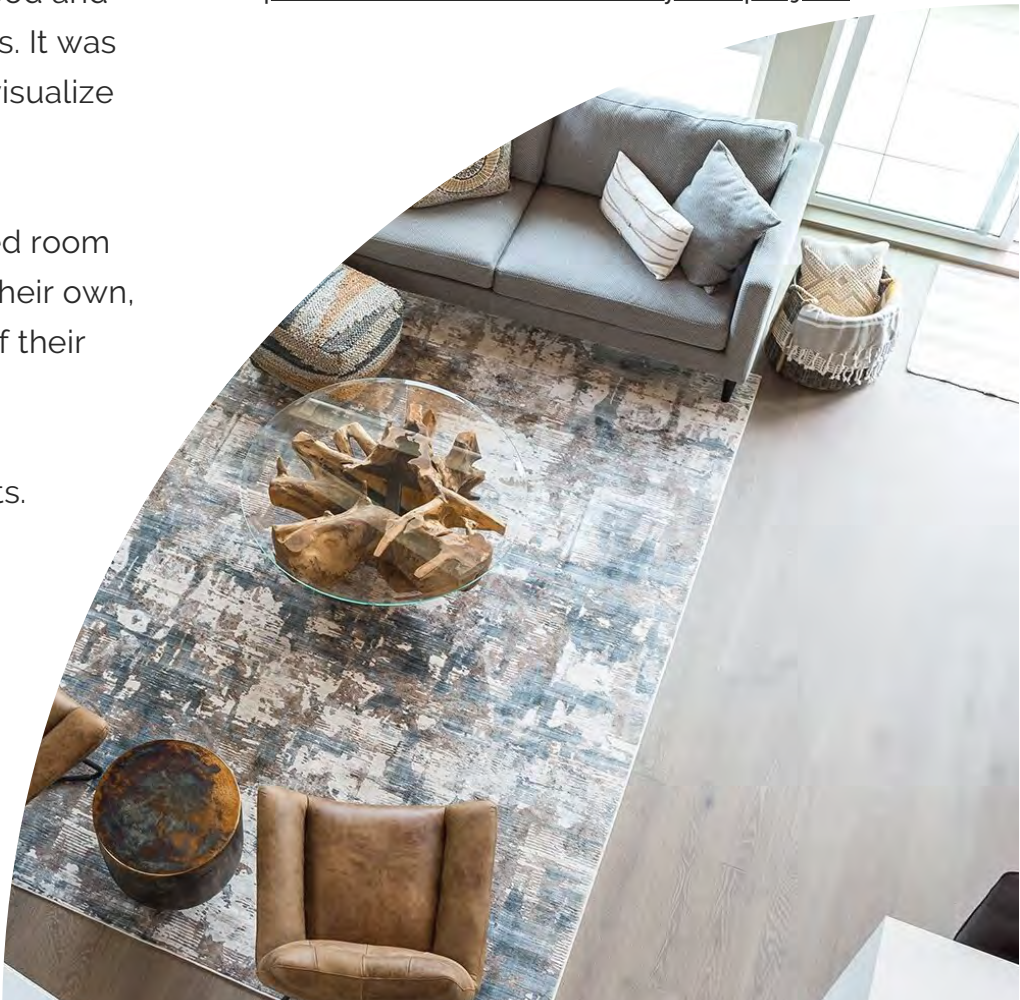
Try it and share with your clients.
pravadafloors.com/visualize

Image Incentives

We offer a rebate of \$2/box on orders that result in high quality images.

Dealer sales representatives who share images or connect us directly with those who do, will be rebated. To encourage builder/designer participation we always include full recognition and feature their projects, in return for their high quality images.

pravadafloors.com/share-your-project





"Great team and great service."

"Great team and great service. Always a pleasure working with Pravada."

Paradigm Surfaces | Retail Partner

"The products are outstanding!"

"We are a flooring sales and installation firm that has sold and installed Pravada on several occasions, and the results have always exceeded expectations. The products are outstanding--not just the visuals but the quality. Our installers enjoy working with their products, and that speaks volumes."

Under Foot Flooring | Retail Partner

"We are extremely pleased!"

"We used Pravada Nude Roche engineered hardwood in a recent project and are extremely pleased. The wire brushing gives the floor a softness without looking overly rustic, and the finish is durable and forgiving. The flooring [...] transformed the space from cold and nasty to warm and comfortable."

Weldrick & Co. | Interior Designer

"Great selection"

"We were also extremely pleased with the high quality of the wood flooring products from Pravada Floors and would definitely recommend their products. "

Platinum Group of Companies | Developer



Anything else

Dealer Portal

As a Pravada Authorized dealer you gain access to our Dealer Portal, where we are continuously adding new features and material for you. Self serve news and pricing updates you can access at your leisure.

Pravada Outlet

Designed to offer lot sales and end of stock pricing, exclusively to dealers. These deals are offered on a first come first served basis and online ordering is possible exclusively with Dealer Portal access.

Dealer Locator

Our dealer locator is a great way for you to stand out from the crowd. Most of our dealers are listed but if you are interested in standing out there are added features you can take advantage of. We offer a mobile friendly form to [Show Us Your Rack](#), a storefront image as well as your logo so we can optimize your listing.

Featured Dealers

Dealer exclusive social media campaign opportunities are available to all of our dealers. Early adoption will gain you extra visibility on our marketing channels. We want to show people who you are and where to find you. We can feature a project you are proud of or show off your showroom and leads will be generated.



Thank you!