

Electrolux Solar Reseller Programme

 **Electrolux**

GOLD RESELLER
SWEDEN
SOLAR NETWORK

 **Electrolux**

SILVER RESELLER
SWEDEN
SOLAR NETWORK

 **Electrolux**

BRONZE RESELLER
SWEDEN
SOLAR NETWORK





Grow Your Business with a Trusted Brand

Become a brand ambassador with the Electrolux Reseller Program. Gain customer trust with Electrolux premium quality solar products and the total awareness of Sweden's top domestic brand



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For Better Living

» If all of us make small changes in our everyday life, we can make a big difference. Not just for the home we live in, but for the home we all share. We believe that the best way to take care of the future, is to care about how we live today. «

A Global Company, A Global Brand

As a leading global appliance company, Electrolux has shaped living for the better for more than 100 years – reinventing lifetime taste, care and wellbeing experiences for millions of people, always striving to be at the forefront of sustainability in society through their solutions and operations. A truly global brand, Electrolux has always stood for quality, forward-thinking, human-centric solutions and a powerful focus on sustainability.

126

SALES
BILLION SEK

60

MILLION PRODUCTS
SOLD ANNUALLY

52

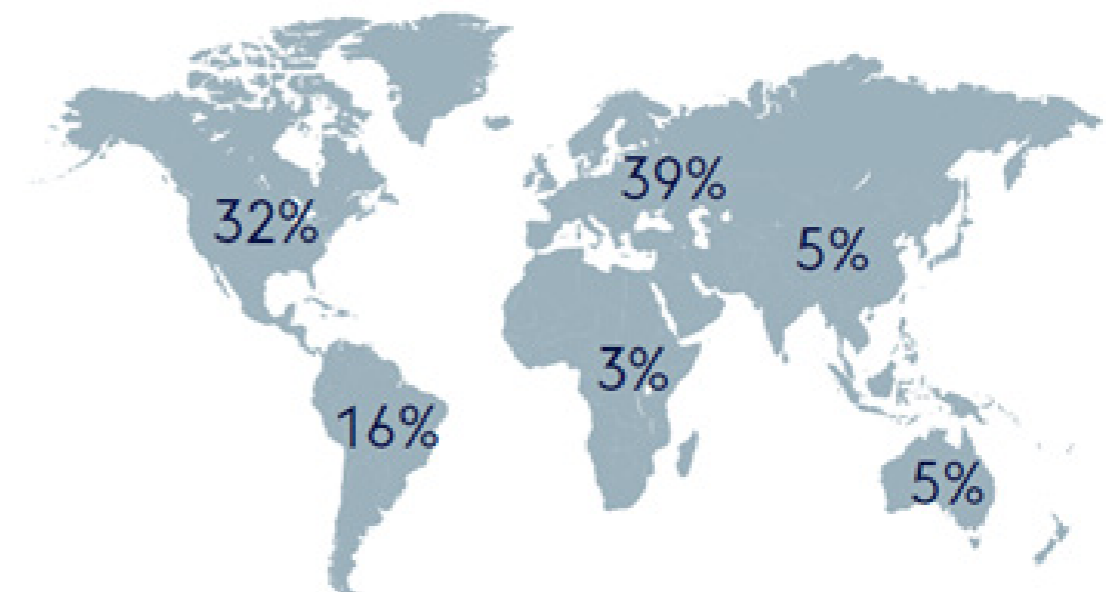
THOUSAND
EMPLOYEES

120

MARKETS



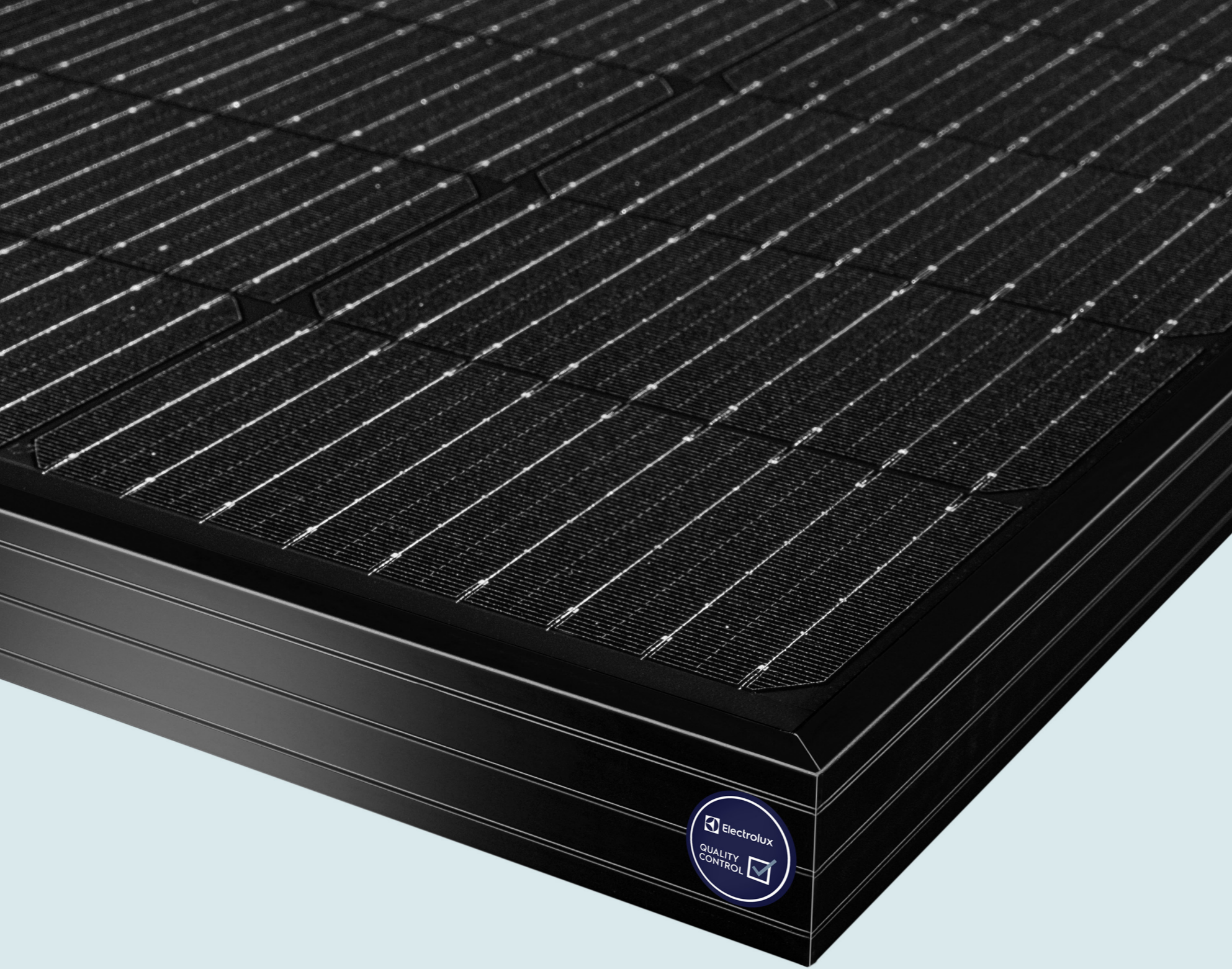
SALES BY REGION



98% Total Awareness

Refrigerators, freezers, ovens, cookers, hobs, hoods, microwave ovens, dishwashers, washing machines, tumble dryers, vacuum cleaners, air conditioners, air purifiers. Virtually every household in Sweden features an Electrolux-branded appliance. Electrolux's total brand awareness in Sweden scores at 98%.

Source: Electrolux Group survey



A Brand Known For Quality and Elegance

Electrolux solar modules are designed to help your customers in their pursuit of a sustainable lifestyle, shaping everyday life for the better with premium solar technology.

Electrolux high efficiency solar modules feature the latest photovoltaic advancements and outstanding product aesthetics. Electrolux solar modules are created with a relentless focus on manufacturing quality and exacting quality controls, allowing you to offer your customer complete peace of mind.

A Brand Successfully Distributed in Sweden

Starting in 2022, the distribution of Electrolux branded solar modules has been entrusted to Stockholm-based company APRILICE.

Founded in 2012, APRILICE is currently the largest solar platform and distributor in Scandinavia, with 6 warehouses and pickup hubs across Sweden and a proprietary logistic fleet. APRILICE provides a wide range of services for solar professionals such as product technical advisory and after-sales, project consulting and design, and inspection services. Thanks to a resident pool of installation professionals, APRILICE further provides turnkey installation projects.

Thanks to their expertise and structured operations, APRILICE is able to offer your company a trusted supply channel, technical and branding expertise and coordination for a successful advancement of your business within the Electrolux Reseller Program.

APRILICE



Aprilice B2B Partner Platform

- Founded in 2012 in Stockholm
- Sweden largest independent PV provider
- Scandinavian presence
- 6 wholesale hubs & pick up stores

Activities

- Training for partners
- instructional Training
- Marketing & Communication support

Distribution & Logistics

6 direct pick up warehouses in Stockholm, Göteborg, Jönköping, Malmö & Kalmar.

Swift Supply

- Same day pick up from warehouse
- Home delivery
- Own logistics team

Become an Authorized Electrolux Reseller

Your Advantages

 Electrolux

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ACKNOWLEDGED COMPETENCIES

Our comprehensive sales and technical trainings will keep you abreast of the latest news in the Electrolux solar business and products, giving you an edge over competition

WELCOME PACKAGE

As an official Electrolux Reseller, you will benefit right from the start from a package of tools and ideas you need to promote Electrolux solar products.

BRANDING & MARKETING SUPPORT

You will receive official materials to effortlessly create consistent visual collateral for your website, social media and showroom

ENHANCED VISIBILITY

Benefit of extensive ways of associating your company with the added value provided by the Electrolux brand image.

SPECIAL CONDITIONS

Benefit of exclusive economic conditions according to your partnership status within the Electrolux Reseller Programme

Leverage the power of the Electrolux brand for your business

With the Electrolux Reseller Program you have a powerful leverage for your business. The highest consideration the Electrolux brand enjoys among Scandinavian consumers and the uncompromising quality of the Electrolux solar products will help you expand your business and reach new customers with confidence.

Partnership At A Glance

APRILICE

Join the Electrolux reseller network of Aprilice for Sweden and the benefit of exclusive advantages.



Gold Reseller

Benefit of extensive recognition possibilities through dedicated Electrolux branding assets and from exclusive purchasing conditions. For qualified resellers with exclusive Electrolux product portfolio.



Silver Reseller

Benefit of extensive recognition possibilities through dedicated Electrolux branding assets and advantageous purchasing conditions. For qualified resellers with large purchase capabilities.



Bronze Reseller

Benefit of extensive recognition possibilities through dedicated Electrolux branding assets. For qualified resellers with multibrand portfolio.



Use of "Electrolux Authorized Reseller" name and badge

Use of Electrolux product images on websites and printed publications

Use of Electrolux product images for social media

Use of Electrolux-branded Google Ads with official layouts and Reseller contacts

Creation of Reseller Electrolux subsite with Electrolux logo and visual brand identity on the Reseller's website

Use of official Electrolux collateral (Electrolux roll-up, brochures)

Use of Electrolux logo on Reseller's own roll-up

Use of Electrolux logo, Reseller badge, and Electrolux product images in Reseller's newsletter

Display of Electrolux samples with official VBI in Reseller's showroom

Use of Electrolux logo and "Electrolux Authorized Reseller" badge in Reseller's business card

Use of Electrolux logo and "Electrolux Authorized Reseller" badge in email signature

Use of Electrolux logo and "Electrolux Authorized Reseller" badge in Reseller's headed paper

Use of Electrolux logo and "Electrolux Authorized Reseller" badge in quotations

Possibility of using the Electrolux brand and "Electrolux Authorized Reseller badge" for corporate fleet

	Gold Reseller	Silver Reseller	Bronze Reseller
Use of "Electrolux Authorized Reseller" name and badge	•	•	•
Use of Electrolux product images on websites and printed publications	•	•	•
Use of Electrolux product images for social media	•	•	•
Use of Electrolux-branded Google Ads with official layouts and Reseller contacts	•	•	•
Creation of Reseller Electrolux subsite with Electrolux logo and visual brand identity on the Reseller's website	•	•	•
Use of official Electrolux collateral (Electrolux roll-up, brochures)	•	•	•
Use of Electrolux logo on Reseller's own roll-up	•	•	•
Use of Electrolux logo, Reseller badge, and Electrolux product images in Reseller's newsletter	•	•	•
Display of Electrolux samples with official VBI in Reseller's showroom	•	•	•
Use of Electrolux logo and "Electrolux Authorized Reseller" badge in Reseller's business card	•	•	•
Use of Electrolux logo and "Electrolux Authorized Reseller" badge in email signature	•	•	•
Use of Electrolux logo and "Electrolux Authorized Reseller" badge in Reseller's headed paper	•	•	•
Use of Electrolux logo and "Electrolux Authorized Reseller" badge in quotations	•	•	•
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Shaping living for the better





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