



ETHAN ALLEN®
IDA
INTERIOR DESIGN AFFILIATE

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THE ETHAN ALLEN INTERIOR DESIGN AFFILIATE PROGRAM

After hearing time and again that independent designers wanted to offer their clients the high quality, wide assortment of products, and remarkable value that Ethan Allen is known for, we built a beautiful solution. The Ethan Allen Interior Design Affiliate program, created in response to these requests, welcomes qualified independent designers to become Ethan Allen Interior Design Affiliates and to benefit from special to-the-trade privileges.

As an Ethan Allen Interior Design Affiliate member, you earn a referral fee on every qualifying purchase. Perhaps the most important benefit is that, because we process your clients orders, oversee preparation and professional delivery, and handle customer service and logistics, you are free to focus on what you do best: interior design. Every product we sell has our full backing

and support, including our warranties.

Independent designers are usually surprised—and delighted—to discover the breadth of custom capabilities, the innovative designers' tools, the wide-ranging products, and the diversity of fashion-forward styles at an Ethan Allen Design Center and at ethanallen.com. We sell furniture and accessories for nearly all tastes—and because we are a vertically integrated manufacturer and retailer with a sophisticated distribution network, we are able to maintain consistent quality standards and attention to detail while offering reasonable prices.

Ethan Allen was established in 1932 and has continued to evolve. You will find our history and reputation to be a great advantage. The multifaceted strength of our brand is at your disposal.

Today we are a company with the voice and attitude of the interior designer. We search the globe for the best craftsmanship and the best design ideas, and always reinterpret them in our own fresh, distinctly American way. We make about 70% of our products in the United States. Our technology is cutting edge. We pursue vigorous advertising and public relations campaigns to support the brand.

Qualified interior designers are invited to apply. Applications are available at your local participating Ethan Allen Design Center or at ethanallen.com/trade.

WE PROVIDE:

- A referral fee of up to 10% earned on every qualifying purchase
- A spectacular selection of products and styles
- Custom workrooms
- Orientation and training
- Desirable brand recognition
- State-of-the-art technology and design tools
- ethanallen.com: a design destination featuring our full range of products plus news and inspiration
- Superb quality and extraordinary value
- Freedom to focus on what you do best: interior design
- All your backup:
 - Order processing and billing
 - Merchandise preparation
 - Free local delivery
 - Customer service
 - Ethan Allen quality and warranties

YOU PROVIDE:

- Required credentials
- Stellar service for your clients
- A spirit of respectful partnership

For more information, visit us online at ethanallen.com/trade or email an IDA team member at idadprogram@ethanalleninc.com.

