

## 3D Hardwoods Concept Store Licensing

### Benefit:

- Independent ownership
- 3D Hardwoods branding - name recognition
- Your showroom sales staff will have access to a full online inventory of wood products aligned with 3DFI guidelines
- Includes 3D Hardwoods Lite Program
- Our goal is to help you in establishing the 3D Hardwoods brand as the Whole Foods of "green" wood products stores

### Assistance:

- Expertise in set-up of a specialty hardwoods concept store
- Access to a network of \*3DFI aligned wholesale suppliers
- Assistance in building demand and establishing a customer base in your area helping you source local wood
- Access to an urban hardwoods reclamation program, with help developing a local supply network for urban reclaimed hardwoods
- You are connected to a network of other licensees and their suppliers
- Product displays & concept as a "green" wood products wholesale/retail showroom

### Requirements:

- The 3D Hardwoods Concept Store must operate under the 3D Hardwoods logo and brand
- \$25,000 licensing fee - one time
- \$1,500 annual marketing fee (first year included with licensing fee)
- 5% of gross sales, paid quarterly to licensor
- Credit check



## 3D Hardwoods Lite Program

### Benefit:

- Your showroom sales staff will have access to an online virtual showroom of products meeting 3D criteria, including the full online inventory at [BigWoodSlabs.com](http://BigWoodSlabs.com)
- Slabs can be direct shipped as you select: to your shop, a contractor, or showroom customer.
- Through your subscription, you retain 30% of the published price for each slab sold out of your shop.
- You increase your product offering without housing samples or managing inventory.

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### 3D Forestry Initiative (3DFI)

The ethos of the 3DFI is that all the wood is harvested from Dying, Dead or Down timber resources (domestically and internationally), including salvage from commercial logging, urban reclaimed woods and submerged recovery.

3DFI wood is harvested with as little impact on local eco-systems as possible, using on-site (saw)milling where possible.

This practice lessens the damage caused by massive log extraction equipment.

**NOTES:**



**HARDWOODS**