



BURLEY®

International Distributor Application

1. Name of Business: _____

Do you conduct business under any other names? (Yes/No): _____

If yes, please list any current or past DBA(s): _____

2. Business Mailing/Shipping Address: _____

3. Business Billing Address: _____

4. Business Telephone Number (Including country code): _____

5. Business Fax or efax Number (Including country code): _____

6. Business Email Address: _____

7. Business URL/Website: _____

8. Name and Title of a.) Primary Contact Person: _____

b.) Secondary Contact Person: _____

9. Number of Years in Business: _____

10. Annual Gross Sales in USD (past fiscal year): _____

11. Current Number of Active Customers on File: _____

12. Marketing Efforts: a.) Do you produce a catalog (Yes/No): _____

NOTE: Please return samples of your catalog and other printed promotional materials with this application.

b.) Do you display at any tradeshows (Yes/No)? If yes, please list and specify whether you display or attend: _____

c.) Do you employ sales or marketing representatives who call customers? Please describe: _____

13. Territory: Into which countries do you actively market, sell, ship, distribute and/or attend conferences? (Please list all that apply): _____

14. Distribution/Business Structure: a.) Number of Employees: _____

b.) Number of Sales Representatives: _____

c.) Number of Customer Service Representatives: _____

d.) Number of Warehouses: _____

15. Retail: a.) Do you own any retail locations? (Yes/No): _____ If yes, how many? _____

b.) Do you conduct e-commerce? (Yes/No): _____ If yes, please list URL(s): _____

16. Please circle the category(s) that best describe(s) your current product offering. (circle all that apply):

Bicycles Bicycle Components Baby Products Outdoor Equipment Sporting Goods

Other (Please describe): _____

17. Does your company distribute child trailers? (Yes/No): _____ If yes, please list below: _____

How many trailer units do you sell per year? _____

18. Does your company distribute joggers/strollers? (Yes/No): _____ If yes, please list below: _____

How many joggers/stroller units do you sell per year? _____

International Distributor Application (continued)

Trade References: Please list three US based companies with whom you have done business in the last 12 months
(application will not be processed without this information).

1.) Name of Business: _____
Address: _____
Telephone: _____ Fax: _____ Email: _____
Contact Name and Title: _____
Type of Business: _____ Account Number: _____

2.) Name of Business: _____
Address: _____
Telephone: _____ Fax: _____ Email: _____
Contact Name and Title: _____
Type of Business: _____ Account Number: _____

3.) Name of Business: _____
Address: _____
Telephone: _____ Fax: _____ Email: _____
Contact Name and Title: _____
Type of Business: _____ Account Number: _____

Financial Reference(s): Please provide your banking reference locally and in the United States, if possible.

1.) Name of Business: _____
Address: _____
Telephone: _____ Fax: _____ Email: _____
Contact Name and Title: _____
Type of Business: _____ Account Number: _____

2.) Name of Business: _____
Address: _____
Telephone: _____ Fax: _____ Email: _____
Contact Name and Title: _____
Type of Business: _____ Account Number: _____

Thank you for completing this application. Please return via email or fax to the attention of Frank Roome. All information provided will be held in strict confidence. Email: Frank@burley.com | Fax: 541.687.0436 | Phone: 541.687.1644