



CONFIDENTIAL INFORMATION FOR DEALERS

Get your key  today for more customers, more orders, more information and more styling



Top quality MOBILE & IT ACCESSORIES

For retailers, B2B resellers, shops, webshops and dealers

www.sandberg.it

Sandberg A/S: Company profile

Who we are

Sandberg A/S is built on a simple belief: Making the channel and users happy today, creates a good tomorrow.

Sandberg merges the dedication of a small family business with the power and backup from a 500-staff business group.

Sandberg A/S is a financially sound business with annual two-digit growth percentages. We have been in business since 1985.

Sandberg fully supports the IT industry channel, delivering only to distributors. Sandberg products are well known and widely spread in Europe, Middle East and a few other areas.



What you get

- Well tested, durable, easy to use products with record low RMA rates
- Great value for money
- Cool looking and informative packaging in 24 languages
- First class brand website in 23 languages
- Quality Circles Programme to monitor and ensure good customer experiences
- Main series EsportsEquipment, Active and Home&Office are gadgets, accessories, peripherals and connectivity products for PC, Mac and mobile devices
- Sandberg Helpdesk to support your customers online around the clock



Our promise: An overall good experience

We want to be preferred by users, dealers and distributors. From every chipset and choice of raw material to dealer programmes and strong partnerships, it is our aim every hour, minute and second to provide good experiences to everyone who pays trust in our company and products.



HOW TO GET YOUR KEY

To get your key you will need a dealer profile. It's easy as 1 – 2 – 3:

1. Follow this link:
www.sandberg.it/dealers/account/ and select SIGN UP to add manually or click the facebook or google+ boxes for quicker access.
2. Follow the steps to validate your email address and fill in the form.
3. Select a distributor, submit your application and wait for the distributor to approve your dealership.

Tip: If you don't get the validation email from our system, please check your spambox.



DEALER AUTHORIZATIONS

Now that you have a dealer profile, you can consider to get an authorization.

No matter whether you are a B2B reseller, if you sell to private consumers or you have a webshop, you can level up from no Authorization to Bronze to Silver to Gold in the **Sandberg Dealer Authorization** programme.

When stepping up, demands increase and so do your advantages.

Follow this link to get started:
www.sandberg.it/partner

Sign up

Step 1 Step 2 Step 3
Sign up Validate your e-mail address Apply for a Dealer Profile

Name *

E-mail *

Password *

Repeat the password *

Would you like to receive news and offers from Sandberg approximately once a week?

☒ Yes ☐ No

☐ Yes, I would like to subscribe to Sandberg Newsletter. I agree to let Sandberg process my personal data in order to send me marketing material, in accordance with Sandberg's [Privacy Notice](#).

☐ I agree to let Sandberg process my personal data in order to manage my personal account, in accordance with Sandberg's [Privacy Notice](#). I confirm that I'm 16 years old or older.

☒ SIGN UP

Which authorization is right for you?

Become an authorized Sandberg dealer today! There are several levels to choose from. Some levels may require an investment in stock to provide your customers a great shopping experience.

Click the buttons for each level for more details:

Physical stores	Business to Business	Online store
Bronze (B2C-Bronze)	Bronze (B2B-Bronze)	Bronze (Webshop-Bronze)
Silver (B2C-Silver)	Silver (B2B-Silver)	Silver (Webshop-Silver)
Gold (B2C-Gold)	Gold (B2B-Gold)	Gold (Webshop-Gold)



Get your retail store on the map

With a pin in the “where-to-buy” map on www.sandberg.it you will get more customers to your store.

It is very easy to get such a pin.

You will need at least a “Physical stores Bronze Authorization”.

Now go to www.sandberg.it/pin fill in the store details, click “Submit” and wait.

Tip: If you have more than one store, it is super easy to add more stores with the same profile.

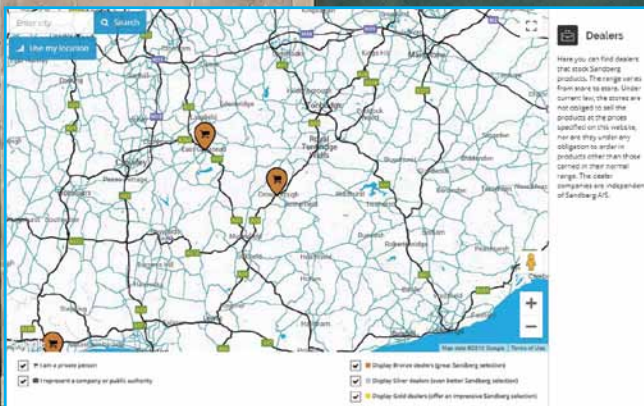


Get your B2B company on the map

If you want businesses in your area to know they can source their Sandberg items from you, a pin in the map is crucial.

1. Get a “Business to Business Authorization”, at least on Bronze level (see previous page)
2. Follow this link and fill in company details like address and opening hours: www.sandberg.it/pin
3. Submit and await Sandberg staff to approve the pin.
4. Add more branches if relevant.

Get more customers



Step 1: Geo-Address | Step 2: Store details

Enter the full address of your store, click on the button to generate a map, and continue if everything looks good.

Address *	City *	Postcode *
Bregnerødvej 133D	Birkeroed	3460

[Generate map](#)

Map data ©2018 Google

Get a link to your webshop

Thousands of unique users visit www.sandberg.it every day. Get your share of the traffic!
We can share the link to your webshop in the where-to-buy section. You will need at least an “Online Store – bronze Authorization” to get the link. How to get this? See the previous page.

Get more orders

Your key to more shopping carts

www.sandberg.it
The customer selects the desired products and a preferred webshop.

Premium E-Tailer
Items from the customer's shopping cart are transferred to your webshop.

Your webshop
The customer enters their data and completes the order, which will be treated like all other orders at your webshop.

Kim Rand, Managing Director of Computersalg.dk, says:

"We have been a Premium E-Tailer for several years. Getting connected was fairly painless and we have more than doubled our sales of Sandberg items. Customers who find our webshop this way are prepared to pay RRP and many of them also buy other items. A great concept that I can highly recommend."



Get shopping carts from www.sandberg.it

Try this:

1. Log out of your profile on www.sandberg.it
2. Open a random product and click the BUY button
3. The cart can now be transferred to a webshop

Do you want to be one of the webshops to receive orders directly from www.sandberg.it? Then you need to be a Premium E-Tailer – or simply "PRET".

This is how to do it:

- You will need a "Webshop Gold Authorization" – see page 3 for info
- You will need to do a little coding on your webshop to be able to receive the order lists – no big deal really

Want to know more?

Follow this link:

www.sandberg.it/preinfo



Get data feeds directly from Sandberg

You can get data from predefined data feeds or create your own feed with a very intuitive **drag&drop interface**.

We can supply your data as xml, html, csv or xlsx on ftp, url or email – hourly, daily or weekly as to your wish.

You only need a dealer profile to be ready to go. Follow this link to get started:
www.sandberg.it/feeds

Tip: Sandberg Data Feeds are also connected with content suppliers like C-Net, IceCat and Webmercis. These partners are instantly updated with Sandberg product data.

Your own data feeds - Edit

Drag and drop setup

Simply drag fields from the "Available fields" area to the "Your fields" area. Some fields (e.g. Price and Description), depend on the choice of country or language. To start with, your own country and language (GB en) are selected, but you can add as many as you want, and even combine different countries and languages in the same file.

Your fields

Field	Field	Field
en:BestPriceValue	en:CategoryName	ProductPageUrl
img:LargeUrl	img:BackshotUrl	en:DataSet
en:Description		

Available fields

Category	GB:RegioName
GB:BestPriceValue	GB:PriceA
GB:PriceB	GB:PriceC
Category	en:Quantity
Stock/Delivery	Weight
Width	Depth

Include fields for these countries and languages:

Start by entering language or country and select:

GB: United Kingdom en: English

Enabled **Description** **Format** **Frequency** **Delivery**

☒ XML Facebook_ XML Once daily Download from a dedicated URL

Time (CET Central European Time): 06:00h

You can see the URL in the list of your own files when you click Save.

Find your distributor on this link:
www.sandberg.it/distributors

All you need is a dealer profile.
You can manage newsletters for
yourself and your colleagues
from your dealer profile.

The screenshot shows an Excel spreadsheet titled "Reseller price list valid from 01.01.2018 till 31.12.2018. All prices in EUR." The spreadsheet contains a table with the following columns: Main category, Sub category, Part no., Description & UPA, Unit, Dealer price, Ranking, and Remarks. The table lists various computer accessories, including USB adapters, cables, and connectors, with their respective prices and dealer information.

Main category	Sub category	Part no.	Description & UPA	Unit	Dealer price	Ranking	Remarks
Computer accessories	USB adapters	323-85	Sandberg Micro USB to USB female	20,00	48,75	Medium	979570110487
Computer accessories	USB adapters	324-85	Sandberg Micro USB to USB female	20,00	48,75	Medium	979570110487
Computer accessories	USB adapters	135-85	Sandberg USB A to USB A female	71,00	49,00	Medium	979570110485
Computer accessories	USB adapters	325-79	Sandberg USB A to USB A female	21,00	49,00	Medium	979570110485
Computer accessories	USB adapters	325-79	Sandberg USB A to USB A female	45,00	49,00	Medium	979570110485
Computer accessories	USB connectors	480-18	Sandberg USB A to USB A female	19,00	6,00	Medium	979570104002
Computer accessories	USB connectors	136-09	Sandberg USB A to USB A female	29,00	9,00	Medium	979570110490
Computer accessories	USB connectors	136-13	Sandberg USB A to USB A female	12,50	9,00	Medium	979570110490
Computer accessories	USB connectors	136-14	Sandberg USB A to USB A female	15,00	9,00	Medium	979570110490
Computer accessories	USB connectors	136-19	Sandberg USB A to USB A female	18,00	9,00	Medium	979570110490
Computer accessories	USB connectors	136-12	Sandberg USB A to USB A female	25,00	9,00	Medium	979570110490
Computer accessories	USB connectors	136-17	Sandberg USB A to USB A female	11,00	9,00	Medium	979570110490
Computer accessories	USB connectors	136-18	Sandberg USB A to USB A female	30,00	9,00	Medium	979570110490
Computer accessories	USB connectors	136-04	Sandberg USB A to USB A female	25,00	9,00	Medium	979570110490
Computer accessories	USB connectors	480-21	Sandberg USB A to USB A female	13,00	6,00	Medium	979570104002

IronStorm Keyboard UK

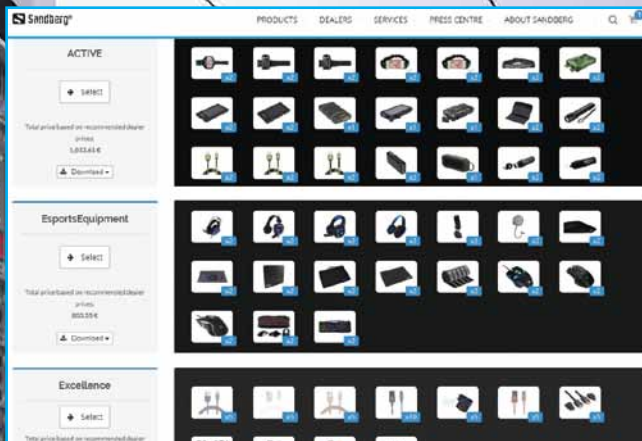
Item no.: 640-17

RRP incl. VAT: 22.99 €

33.99 €

[Please enable](#)

Get more Information



Get inspiration for ranges

Wondering how to select the products for your shop? Well, we did the hard work for you.

If you look for a range of office products, gaming products or maybe adapters or outdoor products, follow this link for inspiration:

www.sandberg.it/displaystands



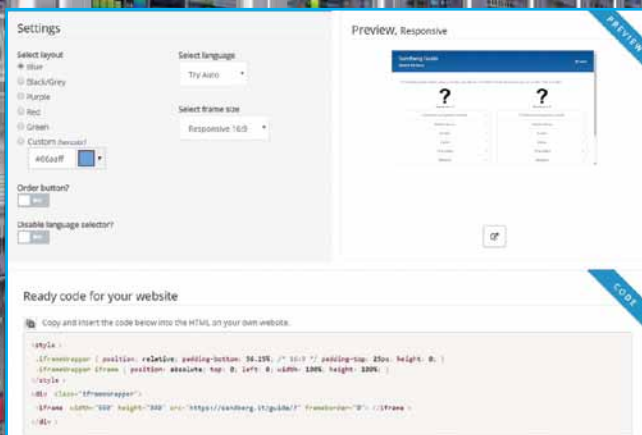
Get the Sandberg Guide

The **Sandberg Guide** is our product guide, which can help you and your customers finding the right products to connect two devices. It's like a GPS in a jungle of cables, adapters and converters.

The **Sandberg Guide** has a knowledge library of several thousand solutions of up to five links, enabling almost any two devices to connect to each other.

Why not add the **Sandberg Guide** to your own website? It's very easy. We offer an online tool that can produce code for your website, ready to copy and insert where you want it.

Get going by following this link: www.sandberg.it/guide/setup_guide



Get data sheets and hi-res images

You will find PDF data sheets for all Sandberg products on our website in 23 languages. Ready to download and share with your customers. Hi-res images too. You are allowed to use them for marketing of Sandberg products.

Getting access to these valuable sales materials is as easy as looking up the product on our website, and use these buttons:



If you need a Sandberg logo for your website or marketing, you can download it from this link: www.sandberg.it/press/logo

Get more styling

Get more sales space

Get our good looking **displays** in your store. You only pay for the products to fill the displays – **we pay for the displays for you.**

Minimum purchase to get a floor display: **750€**

Minimum purchase to get a counter display: **250€**

Contact your **Sandberg distributor** or info@sandberg.it to know more.

Sales support

We are here to help - And we provide some ready-to-go solutions for your shop!

Floor display

Item no. 999-50

Two-sided slatwall shop display for Sandberg products. Solidly constructed in a metal frame with aluminium sections, which are very easy to put together. This high quality display is an eye-catcher in your shop, and it's sure to increase your sales of Sandberg products.



Counter display

Item no. 999-56

4-sided rotatable display for table or shop counter. Solidly constructed in metal. A very attractive and space-saving way to display Sandberg products in your shop.



Easy ordering

Your dealer profile is a key to easy ordering.

1. Log-in to your dealer profile on www.sandberg.it
2. Browse for products anywhere on the website, and click the BUY button directly
3. When you are happy with your shopping basket, simply click to transfer it to your selected distributor

The distributor knows you and will handle your order with your agreed terms and prices.

Key to the right range

Go to www.sandberg.it/displaystands to see our preselected ranges for:

- Active
- EsportsEquipment
- Excellence
- Adapters
- Audio
- Cables
- Mixed Sandberg
- Mobile Accessories
- Office
- Saver
- Storage
- TOP 40
- Wireless

Item no. 999-39

Sandberg
Dealer Options Brochure



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