

reseller partner program

stand out in the crowd

Become one of the select few Wright Line Reseller Partners. Wright Line is the largest U.S. based manufacturer of customized enclosures and technical office furniture. We are known for high quality products and excellence in customer service.

Why partner with Wright Line? Because we work with you every step of the way ... so we both win!

Here are some of the benefits that you'll get, including experienced and high quality sales support.

Sales Support

- Dedicated in-field expert support
- Deal registration program to protect your margins
- Discounted demo units for your demo center or showroom
- Evaluation units to show your prospects the quality they'll receive
- Collaboration with local Wright Line representatives to facilitate quoting and configuration design
- Free three-dimensional CADs
- On-site meeting and presentation support upon request

Marketing

- Marketing campaigns to drive incremental sales opportunities
- Corporate support staff dedicated to Partners
- Promotions and contests
- Partner Portal for 24/7 access to marketing and sales resources
- Internet marketing campaigns

Training

- Hands on local product training
- Webinar-based sales clinics
- E-training on programs and promotions

Government Expertise

- U. S. based manufacturer
- GSA contract pricing
- State contract pricing
- Government field experts
- Bid response team



wright · line

consoles • enclosures
office & technical furniture

As a Reseller Partner you'll be introducing Wright Line to your customers who can benefit from our four-dimensional approach to integrating people, technology, space and workflow. An approach that has helped thousands of organizations optimize their workspaces.

High Quality Products

Wright Line has been manufacturing and selling custom solutions for the last 75 years and the Wright Line name is synonymous with high-quality enclosures and technical furniture.

Collaboration

We collaborate closely with our partners and have more than 100 people in the field to support you and your customer. Because of our field representatives' experience and knowledge combined with Wright Line's first-class customer service, your customer is ensured on time delivery, attention to detail and customized solutions.

Planning Assistance

Our expert designers will work with you and your customer to create the system that addresses your customer's unique challenges.

Design Layout

Your customer will get a better feel for the proposed system before it's installed with the three-dimensional configuration drawings that our skilled designers and CAD engineers create.

Discounts

You will receive significant discounts on Wright Line Products with additional discounts for pre-registered and approved deals for new customers and projects. You will also receive support and training that will assist you in maximizing your productivity and margin impact.

Project Management

To ensure seamless execution of your customer's project, we assign a Wright Line representative to work with you and/or your customer from initial design phase through installation as desired.

Lifetime Warranty

Our products are built to order in our Worcester, MA manufacturing facility. Every Wright Line manufactured product is backed by our lifetime warranty underscoring our commitment to quality!

Installation

Whether you choose to do the installation yourself or whether you want us to do it, Wright Line will provide the right amount of support and assistance. Our goal is to assist you in ensuring authorized installers are guaranteed to represent your company at the highest level of competency or to work with your installation team to ensure flawless installations, reconfigurations and expansions.

Environmental Sustainability

Wright Line contributes to sustaining a green building by providing long in-service life cycles. The re-use and reconfiguration of our products over time results in a high rate of non-obsolescence. In addition, the high steel content of Wright Line products allows for a longer life span than wood products.

So, who should become a Wright Line Reseller Partner?

Commercial/Government IT Resellers

IT Value Added Resellers (VARs)
Independent Software Vendors (ISVs)
Cabling Installers
System Integrators
Consultants
Audio/Visual Specialists
Power Specialists

Commercial/Government Furniture Resellers

Office Supply Companies
Office Furniture Dealers
Architect, Design & Engineering Firms

Proud members of:



Interested?

Go to www.wrightline.com/resellerpartner.asp to apply or call us at 800.225.7348.

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