

WHITE-LABEL DISTRIBUTION × CONNECTED COMMERCE

Sell Reflectiv under your own brand.

You own the customer relationship. Reflectiv supplies the products and fulfils orders. Dollen connects the store and helps you grow awareness in your market.



A programme built around your market, from product data to local campaigns.

01 / THE MODEL

Your brand in front. A reliable network behind it.

You sell under your own brand, set your prices and keep your customer relationships. Reflectiv supplies the agreed range; Dollen connects your store to its systems.



YOU

Your market, your brand, your prices and your customer relationships.



REFLECTIV

Approved products, new releases, technical data, fulfilment and shipping under the agreement.



DOLLEN

Store or connector, CRM flows, technical oversight and proposed marketing support.

WHITE LABEL



Your store carries your name. Reflectiv imagery and information are used under the agreed licence.

CO-BRANDED SPACE

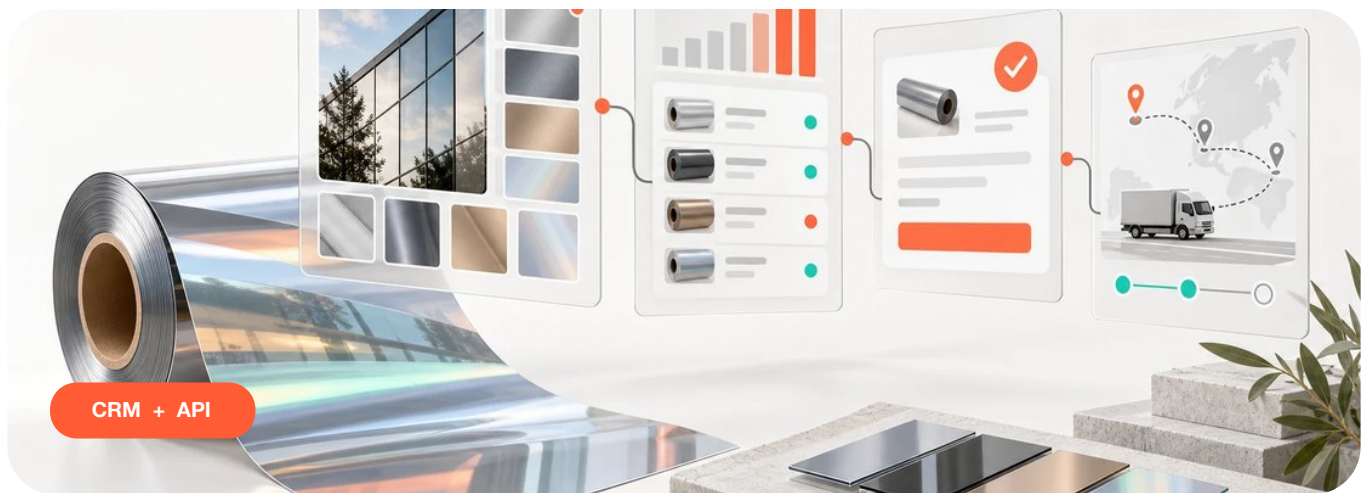


With Reflectiv's approval, a separate space may carry its brand and display only approved products.

02 / THE CONNECTION

A store connected to the source.

Connected flows reduce manual entry and make each order traceable. Update frequency is confirmed in the technical audit.



Catalogue and new releases

New SKUs, product pages and range changes flow through after commercial approval.



Availability

The store shows stock and lead times supplied by Reflectiv, subject to available access.



Paid order

You collect payment; the connector sends the order to the Reflectiv CRM.



Shipping and tracking

Fulfilment, carrier details and tracking return to your customer-service team.



Returns and alerts

Incidents, refunds and discrepancies remain visible for monthly reconciliation.

Direct integration is scoped to the platform, APIs, countries and carriers actually available.

03 / THE MATERIALS

Products to show. Campaigns to launch.

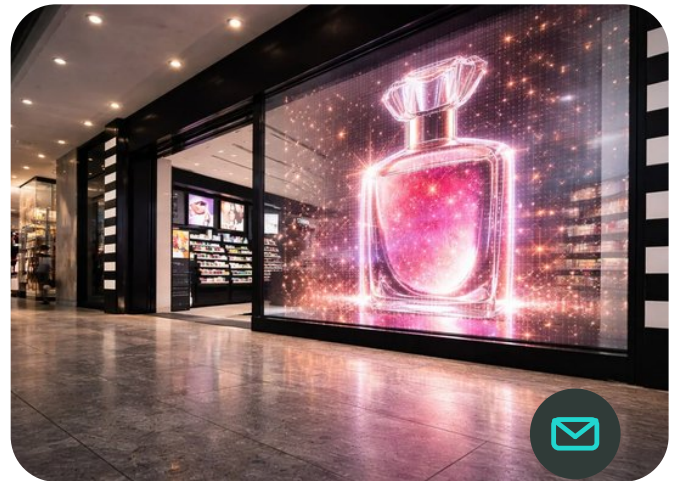
Reflectiv makes approved product assets available; Dollen can keep your local campaigns moving every month.



REFLECTIV

Reflectiv asset library

Available photos, visuals, videos, technical sheets and instructions for approved products, with usage rights defined by country, channel and term. Product claims remain faithful to approved sources.



DOLLEN

Dollen monthly marketing

Each month: one newsletter draft for approval, four social visuals, two banners and an editorial calendar. Materials evolve with your feedback. Sending and media spend remain your responsibility.



Languages, formats, source files and reuse rights are set out in the monthly quote.

04 / YOUR MARKET

Get found in your country.

Local visibility takes ongoing work: search intent, commercial language, useful pages and measurement of enquiries.



Local SEO

Research local searches, structure categories and publish helpful advice for real buyer questions.



GEO and AI search

Clear product facts, specific answers, structured data and verifiable sources for search and assistants.



Measure and improve

Search Console, analytics and enquiries guide regular page improvements and content priorities.



SEO/GEO support is scoped by market and month; no ranking or sales volume is guaranteed.

05 / ENABLEMENT

Get comfortable with your store.

We show you how to use the store, track orders and find the information you need. Reflectiv product training can be arranged separately.

 Your store

A walkthrough of the back office, catalogue and content updates.

 Your orders

Tracking status, delivery, returns and information for your customer-service team.

 Your resources

Where to find available product sheets, instructions and new releases.



Exclusivity: an option to explore

Territory, channel or showroom exclusivity can be explored with you if Reflectiv agrees. Its scope, term and conditions would be set out in writing.

06 / CHOOSE YOUR PLATFORM

Three ways to start selling.

Dollen starting prices in EUR excluding VAT. The quote depends on the site, access, catalogue and country.

EXISTING STORE



Dollen Link

€7,500

project

- Compatibility audit
- Connector tailored to your site
- Catalogue, stock and orders
- Status, tracking and error log
- 12 months of maintenance included

Then from €490 / month excl. VAT

NEW STORE



Dollen Commerce

€16,900

project

- Positioning and visual identity
- Design and manageable store
- One launch language
- Reflectiv CRM connector
- Payment, delivery and measurement

€590 / month excl. VAT · initial 12 months

MULTIPLE MARKETS



Commerce International

€19,900

project

- Store and connector included
- Up to 3 languages and currencies
- International URLs and SEO foundation
- Localised catalogue and journeys
- Launch testing by market

€690 / month excl. VAT · initial 12 months

Payment, shipping, translation, advertising and Reflectiv's share are separate. Exact scope is set by quote.

07 / GROW THE MARKET

Know exactly what is included.

Proposed Dollen options for one initial market. Indicative prices in EUR excluding VAT, subject to quote; Reflectiv services by agreement.

MONTHLY MARKETING



€790

per month

- 1 newsletter draft for approval
- 4 local social visuals
- 2 campaign banners
- 1 monthly content calendar
- Monthly review and adjustments

SEO / GEO SETUP



€1,900

one-off

- Local search-intent research
- Category plan and 3 page briefs
- Metadata and structured data
- Search Console / analytics baseline
- First 90-day priorities

SEO / GEO SUPPORT



€690

per month

- Query and page monitoring
- 1 priority-page update
- 1 content or FAQ brief
- Enquiry and conversion review
- Prioritised monthly report

TEAM TRAINING



€690

3-hour session

- Store flows and back-office walkthrough
- Order and support journey
- Tracking statuses and returns
- Summary sheet and Q&A
- Reflectiv product training scoped separately

Example: new store + ongoing growth

€16,900 + €1,900 = €18,800 excl. VAT upfront. Then €590 + €790 + €690 = €2,070 excl. VAT / month with marketing and SEO/GEO support.

Illustrative, non-binding example. Reflectiv's revenue share is excluded and remains to be agreed by product family.

08 / YOUR PARTNERSHIP

A clear framework for your market.

You keep your brand, prices and customers. Reflectiv makes its range available under the commercial agreement; Dollen provides the connected store and the services you choose to grow it.



A model you can follow

Your contribution to Reflectiv is agreed by product family before launch. A shared monthly statement records sales, discounts and returns under the agreed rules. You can follow each amount and run your business on a clear basis.



Your identity, trusted assets

Your store keeps your brand and may use approved Reflectiv product imagery. If you open a co-branded space, its catalogue and presentation are agreed together. Customers can clearly see which business they buy from.

You remain free to set your retail prices. Countries, brand rights, customer support and data handling are agreed together before launch.

09 / THE LAUNCH

Go live when the full journey works.

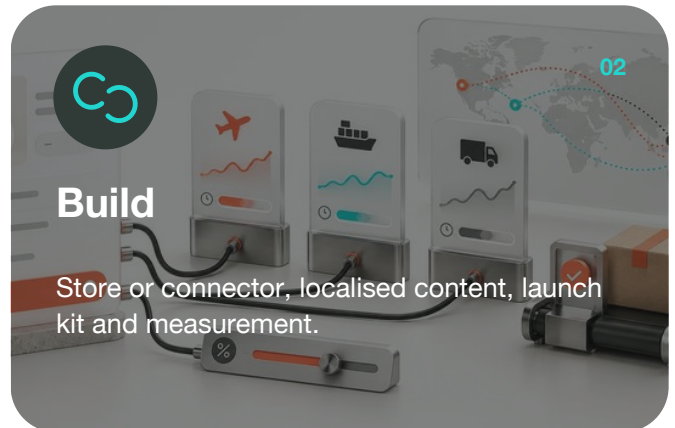
One market and a limited catalogue let us test the complete journey before expanding.



01

Define

Countries, brand, range, roles, asset rights and marketing needs.



02

Build

Store or connector, localised content, launch kit and measurement.



03

Test

Stock, order, shipping, return, invoice and revenue-share statement.



04

Grow

New products, campaigns, training and SEO/GEO guided by real data.

Let's discuss your market.

Reflectiv and Dollen define the products, technology and services your launch needs with you.

reflectiv.com / dollen.fr