



MATOUK

Linen Leader Program 2025



**BENEFITS FOR OUR LEADING RETAIL PARTNERS**



## Welcome

The Linen Leader Program was established to reward our highest performing retail partners and enable them to grow their business via exclusive access to discounts, advertising opportunities, promotional offerings, and comprehensive sales and marketing materials. Matouk is proud to offer linens of unparalleled craftsmanship, quality, and beauty, and we sincerely thank you for your continued commitment to sharing our products with your community. We look forward to growing with you as you grow your business.

## Becoming a Linen Leader

The Linen Leader Program has been designed with four tiers achievable through volume targets set by Market: Full, Queen, King, and King Kong.

Account qualification is based on net sales during the previous calendar year. Matouk notifies qualifying accounts of their status by January 31st of each year.

### FULL

- Access to exclusive Show Specials only available to Linen Leaders
- Co-op Support **\*NEW** (1% of prior year's sales)
- Sales Associate Incentive Event
- Display Bed Discount (30% off, available 2x/year up to \$1500 maximum)
- Display Boudoir Discount (30% off, available 2x/year for one sku per store)
- Complimentary new Bespoke Set, Tape Chart, and Thread Book
- One Sidewalk Sale per Year
- Access to exclusive Linen Leader events
- 10% discount on FedEx expedited shipping
- 20% discount on FedEx ground shipping
- Down Stocking Program (Free freight on orders \$2500 and above, 4x a year designated by Matouk)
- Display Table Linens Discount (30% off, available 2x/year up to \$500 maximum)
- Free Swatch Books (1 free set for each season's new introductions)

### QUEEN

- Access to exclusive Show Specials only available to Linen Leaders
- Co-op Support **\*NEW** (1.5% of prior year's sales)
- Sales Associate Incentive Event
- Display Bed Discount (40% off, available 2x/year up to \$1500 maximum)
- Display Boudoir Discount (40% off, available 2x/year for one sku per store)
- Complimentary new Bespoke Set, Tape Chart, and Thread Book
- One Sidewalk Sale per Year
- Access to exclusive Linen Leader events
- 10% discount on FedEx expedited shipping
- 20% discount on FedEx ground shipping
- Down Stocking Program (Free freight on orders \$2500 and above, 4x a year designated by Matouk)
- Display Table Linens Discount (40% off, available 2x/year up to \$500 maximum)
- PLUS:**
- No Restocking Fees
- One "giveaway" for special event / raffle (up to \$250 wholesale)
- Free Swatch Books (1 free set for each season's new introductions)



## KING

- Access to exclusive Show Specials only available to Linen Leaders
- Co-op Support **\*NEW** (2% of prior year's sales)
- Sales Associate Incentive Event
- Display Bed Discount (50% off, available 2x/year up to \$1500 maximum)
- Display Boudoir Discount (50% off, available 2x/year for one sku per store)
- Complimentary new Bespoke Set, Tape Chart, and Thread Book
- No Restocking Fees
- One "giveaway" for special event / raffle (up to \$250 wholesale)
- Free Swatch Books (1 free set for each season's new introductions)
- One Sidewalk Sale per Year
- Access to exclusive Linen Leader events
- 10% discount on FedEx expedited shipping
- 20% discount on FedEx ground shipping
- Down Stocking Program (Free freight on orders \$2500 and above, 4x a year designated by Matouk)
- Display Table Linens Discount (50% off, available 2x/year up to \$500 maximum)
- Free ground shipping on orders of \$2500+

### PLUS:

- No Minimum Order or Drop Ship Fees
- Visit to Matouk

## KING KONG

- Access to exclusive Show Specials only available to Linen Leaders
- Co-op Support **\*NEW** (2% of prior year's sales)
- Sales Associate Incentive Event
- Display Bed Discount (50% off a display bed 2x/year\* PLUS 40% off an additional bed 2x/year, \*\$1500 max per bed)
- Display Boudoir Discount (50% off, available 2x/year for one sku per store)
- Complimentary new Bespoke Set, Tape Chart, and Thread Book
- No Restocking Fees
- One "giveaway" for special event / raffle (up to \$250 wholesale)
- Free Swatch Books (1 free set for each season's new introductions)
- No Minimum Order or Drop Ship Fees
- Visit to Matouk
- One Sidewalk Sale per Year
- Access to exclusive Linen Leader events
- 10% discount on FedEx expedited shipping
- 20% discount on FedEx ground shipping
- Down Stocking Program (Free freight on orders \$2500 and above, 4x a year designated by Matouk)
- Display Table Linens Discount (50% off, available 2x/year up to \$500 maximum)
- Free ground shipping on orders of \$2500+

### PLUS:

- Receive an 8% account credit on the sales amount over your market's King Kong target

# SAMPLE MARKETS

	A	AA	AAA	AAAA	
KING KONG	>\$100K	>\$150K	>\$225K	>\$300K	
KING	>\$75K	>\$100K	>\$150K	>\$200K	
QUEEN	>\$50K	>\$75K	>\$112K	>\$150K	
FULL	>\$40K	>\$50K	>\$75K	>\$100K	
	Birmingham, AL Mobile, AL Delray Beach, FL Sarasota, FL Vero Beach, FL Savannah, GA Ketchum, ID New Orleans, LA Grand Rapids, MI Petosky, MI St Louis, MO Jackson, MS Banner Elk, NC Wilmington, NC Lakewood, NJ Tulsa, OK Wayne, PA Providence, RI Memphis, TN Richmond, VA	Scottsdale, AZ Costa Mesa, CA Santa Barbara, CA Denver, CO Branford, CT Madison, CT Old Saybrook, CT Jacksonville, FL Naples, FL Tequesta, FL Indianapolis, IN Louisville, KY Metairie, LA Edgartown, MA Birmingham, MI Wayzata, MN Minneapolis, MN Raleigh, NC Ocean City, NJ Rumson, NJ	Summit, NJ Cedarhurst, NY Cincinatti, OH Columbus, OH Pepper Pike, OH Devon, PA Portland, OR Philadelphia, PA Pittsburgh, PA Charleston, SC Hilton Head, SC Nashville, TN San Antonio, TX	Sunset Beach, CA Menlo Park, CA New Canaan, CT Westport, CT West Palm Beach, FL Atlanta, GA Chicago, IL Nantucket, MA Bloomfield Hills, MI Charlotte, NC Brooklyn, NY Bridgehampton, NY Easthampton, NY Locust Valley, NY Southampton, NY Dallas, TX Houston, TX	Beverly Hills, CA Los Angeles, CA San Francisco, CA Greenwich, CT New York, NY

## DETAILS & QUALIFICATIONS

### GENERAL:

Discounts through the Program cannot be combined with other discounts/promotions.

### CO-OP SUPPORT PARTICIPATION:

Please see our Assets & Advertising Policy for all Linen Leader Co-Op Support Policy information.

### GIVEAWAYS FOR SPECIAL EVENTS:

Please request through your Sales Representative at least 2 weeks prior to the event. Upon request, items will be sent directly to store.

### DOWN STOCKING EVENT:

Please see 2025 dates below:  
 February 24 - February 28  
 June 2 - June 6  
 Sept 8 - Sept 12  
 Nov 10 - Nov 14

### VISIT TO MATOUK:

King Linen Leaders wishing to schedule their visit to Matouk should contact their Sales Representative with proposed travel dates at least 6 weeks in advance.

A visit to Matouk includes paid airfare and hotel for two employees and may be scheduled once every other year.

### FEDEX SHIPPING CHARGES:

For all FedEx shipping charges, the invoiced charge automatically reflects the appropriate discount.

### SIDEWALK SALE:

Details will be distributed at the beginning of the year.



**MATOUK**

Linen Leader Program

508.742.1500 | WWW.MATOUK.COM