



JOOLCA[®]

THINK OUTSIDE

**How comfortable
are your camping
customers?**



A close-up photograph of a woman with dark, wet hair, smiling broadly while standing under a showerhead. Water is spraying over her head and shoulders. The background is a soft-focus view of green grass. The image has a semi-transparent dark overlay on the left side where the text is placed.

Imagine your customers enjoying home comforts wherever they go: power, heating, cooling, running water... How much more enthusiastic would they be about camping?

Joolca are on a mission to create that future. To uncompromising engineering standards, we are perfecting one product category at a time. Starting with everything water. Nice things like hot water on tap, en-suite bathrooms and flick-of-a-switch convenience, appreciated by every man and his dog (and, importantly, his wife!).

Joolca turn reluctant campers into happy campers. Meaning greater demand for every last product you sell.

It's all about what actually works



1. Comfort: from superior heating and water flow to flick-of-a-switch ease of use, Joolca moves indoor comforts outdoors.



2. Build quality: only truly tough equipment comes with a 2-year warranty on field use.



3. Cross-brand compatibility: thanks to our standard fittings, customers can combine Joolca with other equipment you sell.

A man and a woman are on a boat. The man is holding a shower head that is spraying water. A portable shower unit is mounted on the boat. The woman is smiling and clapping her hands. The background shows a body of water and some trees.

Creativity

Make it easy to join the dots

Whatever your customers want to connect, creating their own customised outdoor plumbing is easy – and fun. Standard fittings and batteries even let them mix and match with other brands.

Joolca set creativity free. And you sell the building blocks.



Company

The buck stops in Melbourne

Joolca is owned and run by a band of engineer brothers in Melbourne. We innovate, design and develop every product ourselves, so you will be dealing with people who literally know the equipment inside out.

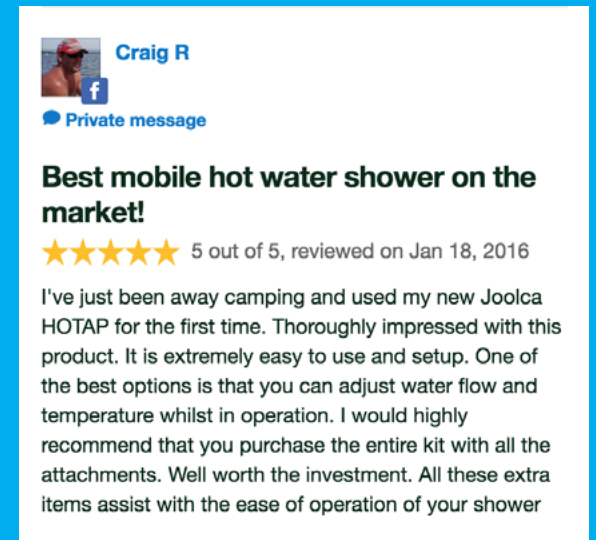
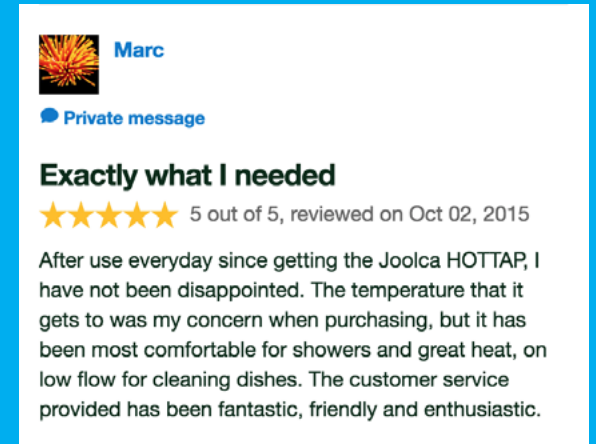
No corporate big-brand agents who treat you like a number. Just the personal accessibility, responsibility and dedication to quality that have built Joolca's solid reputation.



Testimonials

Receive more likes

Word spreads quickly about Joolca's creature comforts – and about our local resellers. Tune into social media, and you'll hear it everywhere: Joolca is easily Best in Class.

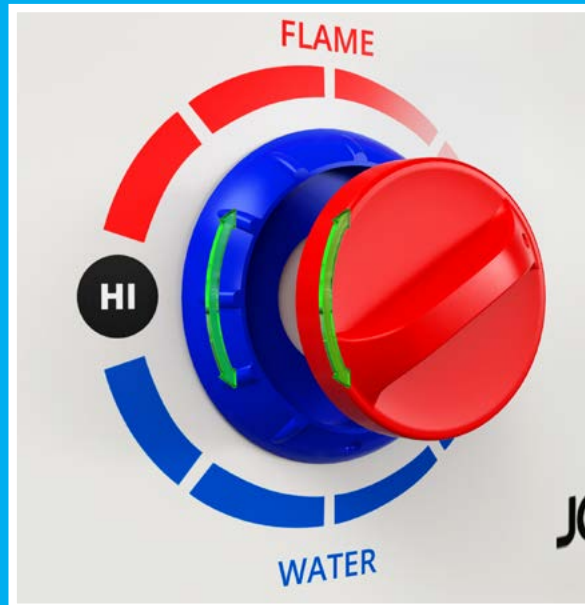


Bottom line

Maintain full margins

People are willing to pay for quality – and Joolca's quality is apparent in every aspect of our products.

You can retain your attractive reseller margin without ever resorting to discounting.



Merchandising

Look good without trying

Joolca take care of all merchandise and marketing collateral, including signage, brochures, display stands and everything else. We are also happy to discuss custom designs for your store.

You can focus on sales.



Customer Support

What you don't really need to know

Once you've made the sale, that's it for you. But this is what's in store for your Joolca customers:

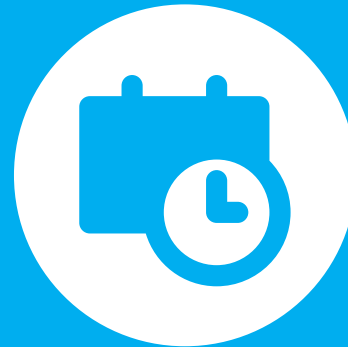
(Our recipe for success: have very few warranty claims.)



Australian customer support team



2-year warranty

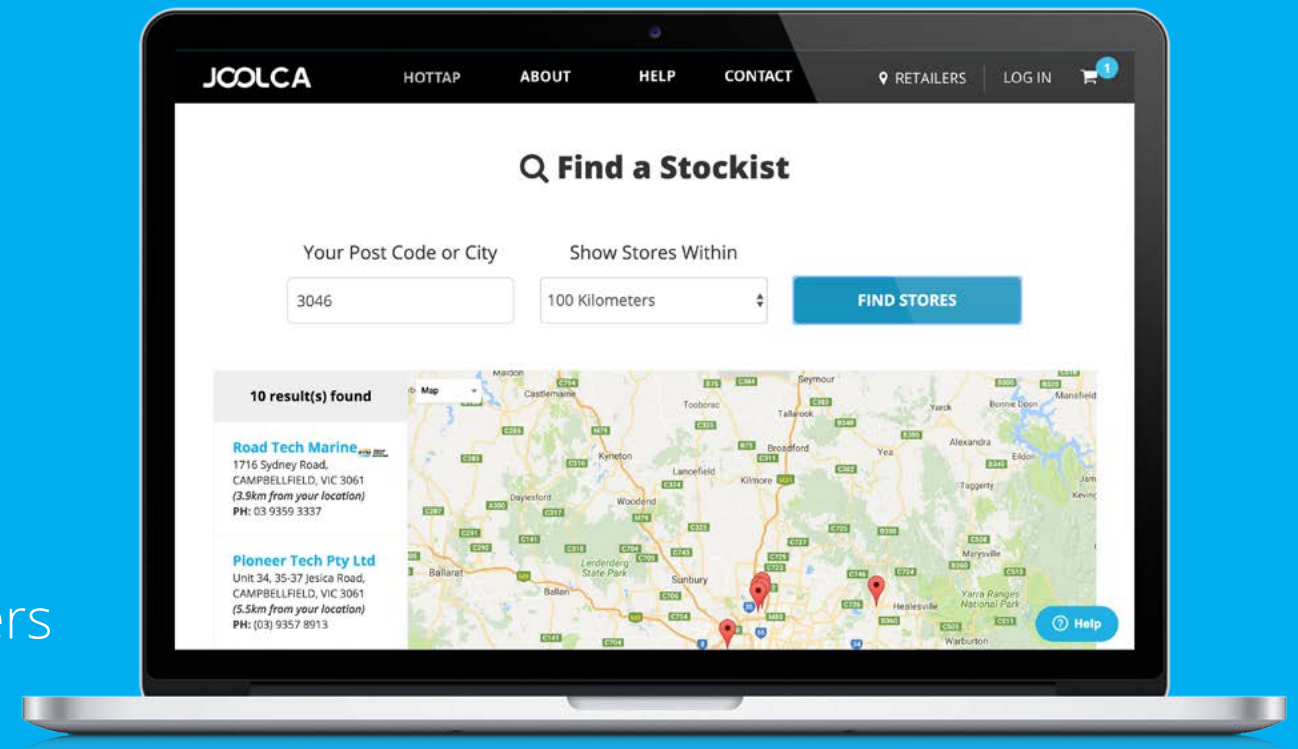


48-hour turnaround on warranty claims, with postage paid both ways

Siri brings the big spenders

When people ask for Joolca, they have decided to take their camping experience to the next level. It's a golden opportunity to sell all sorts of additional equipment. And thanks to Joolca's active social media marketing and online store locator, customers always find our nearest reseller.

No effort required on your part. Just keep the shelves stocked.



Resale network

Join on the up and up

In less than 5 years, Joolca have gone from inception to more than 10,000 customers and 100 stores nationwide.



Summary

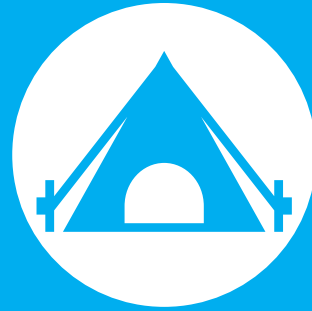
How does Joolca [jewl-ka] translate?



1. Reluctant campers become happy campers, generating more business across the board



2. With Joolca's legendary quality, you can forego discounting and maintain full reseller margins



3. Thanks to our standard fittings, you can cross-sell Joolca with other product lines



4. Joolca take care of all merchandising, marketing, support and warranty claims, letting you focus exclusively on sales



5. Joolca's strong online presence leads big spenders right up to your door

Get on a first-name basis

As a Joolca reseller, you will have your own dedicated account manager.

Call us today.

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A photograph of a camping site. On the left is a large blue tent. To its right is a smaller green tent. In the foreground, there's a white portable heater or generator unit. To the right of the green tent, there's a blue cooler and some camping gear. Further right, there's a small table with chairs. The background shows a grassy hill with trees under a clear sky.

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