



UNIVERSAL
DEALER



START A SUCCESSFUL FUTURE WITH US

Partnership: When you become a Universal Dealer, you align with an industry-leading brand that values innovation, quality and shared success. Together, we'll build a foundation that helps grow your business.

UNLOCK THE BENEFITS

Our Universal Dealer Program is made to do more than supply — it's designed to empower. With premium products and dedicated support, we'll help you grow your business, boost top-line revenue and achieve lasting success in the market.

UNIVERSAL DEALER ADVANTAGES:

- Easy access to our universal auto, home and pet products
- Preferred placement on WeatherTech's Universal Reseller Locator
- Adjustable Universal Display (minimum order required)
- Direct email with new product updates
- WeatherTech Reseller Program Member sign
- Marketing support and exclusive promotions
- POP display materials

Universal
Mat Rack



Universal Modular
Shelf Display



IndoorMat™/
OutdoorMat™ Display



QUALIFYING ORDERS

Buy-In Requirement: \$500 minimum order, must include at least 2 different product types from universal (non-custom) product offerings — which include, but are not limited to, products in the lists below.

AUTOMOTIVE PRODUCTS:

- » Trim-to-Fit™ Floor Mat 4-piece, 3-piece
- » Trim-to-Fit™ HD Floor Mat
- » Trim-to-Fit™ Cargo Mat
- » TechCare®
- » License Plate Frames
- » BumpStep® all variations
- » CupFone® all variations
- » CupCoffee®
- » CargoTech®
- » CarCoasters™
- » Child Car Seat Protector
- » Car Cushion

HOME AND PET PRODUCTS:

- » DeskFone®
- » ComfortMat™
- » CarpetMat™
- » IndoorMat™
- » OutdoorMat™
- » BootTray™
- » Garage Wall Protector
- » ToolTray™
- » Project Mats
- » Drink Coasters
- » SinkMat™
- » DishMat™
- » FaucetMat™
- » Pet Feeding System
- » Pet Barrier
- » PetRamp™



Trim-to-Fit™ Floor Mat



OutdoorMat™



IndoorMat™



Pet Feeding System

