

Electrolux Reseller FAQs

Why is Electrolux instituting a Reseller Authorization Program?

Electrolux takes our brand and market position very seriously and desires to protect and promote our valued Authorized Reseller network. To ensure end users purchase only from Authorized Electrolux Dealers capable of communicating our unique technology, performance and usability benefits, Electrolux is implementing an online Authorization program.

Is the Authorized Dealer Portal secure?

Yes, the Authorization Portal and data storage vaults are secured, hardened environments. Technical, physical and administrative safeguards are in place to ensure only those individuals that require access to sensitive information have it.

Why am I being asked to come back to the Authorization Portal and sign a new Agreement?

The major change to the Agreement that you executed previously was that it was a non-renewing agreement and the term expired. Our new agreements are self-renewing.

Already Registered for Electrolux Small Appliances?

Login with the same Password and User Name created for the Electrolux Small Appliances Registration Portal. The registration profile will pre-populate with common information from the Small Appliances registration, speeding your Registration process and requiring only one Username and Password to access both Portals. First Login below "Already Registered? Login Now:" and the select 'Register' in the box to the left, First Time Here? Register Now:" to begin your Major Appliance registration.

Can I use the same Username to register as a Contract Distributor if I am already registered as a Retail Dealer?

Yes! Please! Login with the same Password and Username you previously created in the Authorization Portal. The registration profile will pre-populate with common information from the Contract Distributor Registration, speeding your Registration. First Login below "Already Registered? Login Now:" and the select 'Register' in the box to the left, First Time Here? Register Now:" to begin your Major Appliance registration. All your Contract and Retail Agreement information will all be condensed into one login for your ease. The same steps apply if you are a Contract Distributor needing to apply for Authorization as a Retail Dealer.

What information should I have available for the Authorization?

Be prepared to provide the following:

- **Authorization Pass Code**
- **First and Last Name** - Must be owner, officer or authorized company signatory as it will appear as the signatory name on the executed Agreement & applicable Addendums

- Creation of a **Username** for your company that **cannot** be changed
- Creation of a **Password** that **can** be changed
- **Primary Email Address and two additional Email Addresses** to be used for all critical email business communications
- **Primary Company Telephone number** to be used as the search key for inquiries into the validation of your Authorization status (Distributors will use this tool to validate a Dealer's Authorization status)
- **Primary Company Website URL** (if applicable)
- **Company legal name** – correct spelling is important
- **Company DBA(s)** – accuracy and correct spelling are important as this is the Company Name we will use for our end user Dealer locator
- **Primary Company headquarters/corporate/legal address**
- **Resale Certificate, Tax ID or Business License Number** – PDF of the Resale Tax Certificate; Electrolux Home Products, Inc., must be listed as the Seller and the document must be signed
- **All Online URLs** – Including marketplaces, Seller names, and Corporate URLs
- **Business contacts** including Owners, Primary Day-to-Day, Buyer/ Merchant-diser/Purchasing and Accounts Receivable, etc.

What are the Authorization types?

Retail Reseller Authorization Types

Direct Dealer – Existing – Existing Electrolux Dealer who purchases directly from Electrolux and is currently being shipped products.

Direct Dealer – New – New prospective Dealer who is not currently being shipped product and needs to complete & submit US Dealer Agreement and Credit Application.

Indirect Dealer - Dealer who purchases through an Authorized Electrolux Distributor

Distributor - A wholesale Distributor who sells to Dealers but not directly to end users

Contract Distributor Authorization Types

Contract Distributor – Existing – Existing Electrolux Contract Distributor who purchases directly from Electrolux and is currently being shipped products.

Contract Distributor – New – New prospective Contract Distributor who is not currently being shipped product and needs to complete & submit US Contract Distributor Agreement and Credit Application.

How do I obtain my Pass Code?

Direct Dealer & Contract Distributor - Existing - From the Portal Registration Instructions email communication sent to you directly from Electrolux or contact Electrolux at RegisterEMANA@Electrolux.com

Direct Dealer & Contract Distributor – New – From the Portal Registration Instructions email communication sent to you directly from Electrolux or contact Electrolux at RegisterEMANA@Electrolux.com

Indirect Dealer – Directly from an Authorized Electrolux Distributor. You only need to complete the Authorization process **ONCE** with Electrolux to be eligible to purchase from any Authorized Electrolux Distributor. You do not need to register with a Pass Code from each Distributor.

Canadian Direct Dealer - Existing - From the Portal Registration Instructions email communication sent to you directly from Electrolux or contact Electrolux at RegisterEMANA@Electrolux.com

Canadian Direct Dealer– New – From the Portal Registration Instructions email communication sent to you directly from Electrolux or contact Electrolux at RegisterEMANA@Electrolux.com

Canadian Indirect Dealer – Directly from an Authorized Electrolux Canadian Distributor. You only need to complete the Authorization process **ONCE** with Electrolux to be eligible to purchase from any Authorized Electrolux Distributor. You do not need to register with a Pass Code from each Distributor.

How do I know what Account Number and State to enter?

For **Existing** Retail Dealers & Contract Distributors - Your Electrolux “Bill To” Account Number was entered into our Portal entry database. Enter your Electrolux “Bill To” Account Number and the corresponding State for access.

For **New** Retail Dealers and Contract Distributors - Your Account Number and State will be embedded in your Portal Registration instructions

Can I save my progress and continue my registration at a later time?

There is a “Save & Continue” button at the end of each page of the Authorization process that saves your information; you can resume once you log back in with your Username and Password.

How do I return to where I left off if I logged out of the Portal before completing my Authorization?

- In the “Already Registered? Login Now” box, enter the Username and Password you created when you started the application.

- Click on the link under “Registration Info” that does not have a checkmark as complete.

What if I've forgotten my Password and/or Username?

Forgotten Password - Below the “Already Registered? Login Now” section of the ‘Home Page’, enter your Username and select the “Forgot Password?” link. Your Password will be sent to the primary email address listed in the registration.

OR

From the email that was sent to you upon the start of your registration, select the link for your Password reminder. Your Username was included as part of this email.

OR

Select the ‘Contact Us’ page link while on the Portal. Next to “Forgot Password?” choose the “Click Here” link.

Forgotten Username - Below the “Already Registered? Login Now” section of the ‘Home Page’, select the “Forgot Username?” link. On the next screen, you will be prompted to enter the Primary email address that was listed during registration. You will be sent an email that contains your Username.

Why does Electrolux need all this information?

This information assists in qualifying the best possible resellers for Electrolux products and understanding what we as a manufacturer need to provide you to most effectively support your success in representing, presenting, demonstrating and marketing the Electrolux brands and products. Additionally the Portal database provides an up-to-date mechanism for powering our Dealer Locator, communicating price sheets, updates and other valuable information with authorized dealers.

Does the completion of the Registration process and submission of our application guarantee approval?

No. All applications and their content will be reviewed by the Electrolux management team for individual approval. You will be notified by e-mail when a decision has been made.

Please note that if you applied for Internet Authorization your Addendum Approval or Denial will come in a separate email.

Who needs to sign the Electrolux Reseller Agreements?

The signatory for the e-signature electronic execution of any Electrolux Reseller Agreement must be authorized and have the authority to enter into the Agreement with an e-signature on behalf of their company. Outside of physically selecting the Agreement and Addendum “I Agree”, the Unilateral “I Have Read” and the “Submit Registration” buttons, non-signatory personnel are able to enter the requested Profile information.

How long will the Registration application process take?

Anticipate 15-25 minutes to review the Reseller Agreements and complete your company profile.

Can I print the Agreement before I “Submit Registration?”

Yes, you are able to download and/or print a copy of the unexecuted Agreement and Addendum (if applicable) while reviewing and again, just prior to selecting “Submit Registration”.

Can we sell Electrolux products to anyone? Anywhere?

No, the Electrolux U.S. Dealer Agreement authorizes Direct & Indirect Dealers to sell Electrolux products only to end users in the United States. The Electrolux U.S. Contract Distributors Agreement authorizes Contract Distributors to sell Electrolux products only to end users & builders in the United States.

Electrolux Canadian Dealer Agreement authorizes Direct & Indirect Dealers to sell Electrolux products only to end users in the Canada.

Does approval include authorization to sell Electrolux products on the Internet?

No. Only Internet approved Direct Dealers are authorized to sell Electrolux products on the Internet.

Why do we need to enter all our Brick & Mortar locations?

In order for a location to be authorized, the physical location must be entered and approved on the Portal. Additionally, the Dealer Locator tool on the Electrolux consumer website will be powered by the Portal database ensuring end users are directed to only Authorized Electrolux Dealer locations.

What if an Authorized Direct Dealer needs to purchase fill-in product from an Authorized Electrolux Distributor... How will the Distributor confirm the Dealer is authorized to purchase Electrolux products?

To confirm Authorization of Direct or Indirect Dealers, Authorized Electrolux Distributors enter the Direct or Indirect Dealer's ten (10) digit primary telephone number into the Dealer Verification box on the home page of this site. All Dealer location phone numbers will validate in search as well.

Does authorization entitle Indirect Dealers to buy directly from Electrolux?

No, the authorization entitles Indirect Dealers to buy Electrolux products from and only from Authorized Electrolux Distributors.

Why can't I find the “Submit Registration” option/button?

At the bottom of the ‘Location and URLs’ page you should see a blue “Submit Registration” button. If you do not, you may have:

- Already submitted your application for Authorization. Please go to the ‘My Resources’ page and check your Authorization status on the left hand side. You will

only see the "Submit Registration" button if you have an "Incomplete" or "Need to Resign" status.

- Encountered an error while in the registration process. You will need to restart the process from the page without a checkmark.

How do I revise my Password?

Login to the Portal using your Username and current Password on the Authorization Portal, click on "Account Info" under the "Registration Info" Header on the "My Resources" Page. Enter a new Password in the "Password" and "Confirm Password" boxes; click "Save & Continue" at the bottom of the page.

How long until I hear back from Electrolux on our Authorization request?

Typically 5 business days, generally less.

What do I do if I am not receiving notification or Password reset emails?

Since your ISP probably uses some type of spam filter we ask that you add us to your trusted list of senders, contacts or address book, also known as white-listing.

If you do not see an email from **RegisterEMANA@Electrolux.com** in your inbox, due to the overzealous filtering by ISPs our email may have mistakenly been sent to your spam folder. Please open your spam folder, look for it there, open it and mark it as "not spam."

If you still do not see the email, you may need to white-list our address:

RegisterEMANA@Electrolux.com. Every email provider has different instructions for white-listing. [Click here for instructions for how to white-list our email address on most email providers.](#)

How do I get more information?

Complete the form accessible by clicking the "Contact Us" tab or email us at contact.help@electrolux.com.