



LENTUS

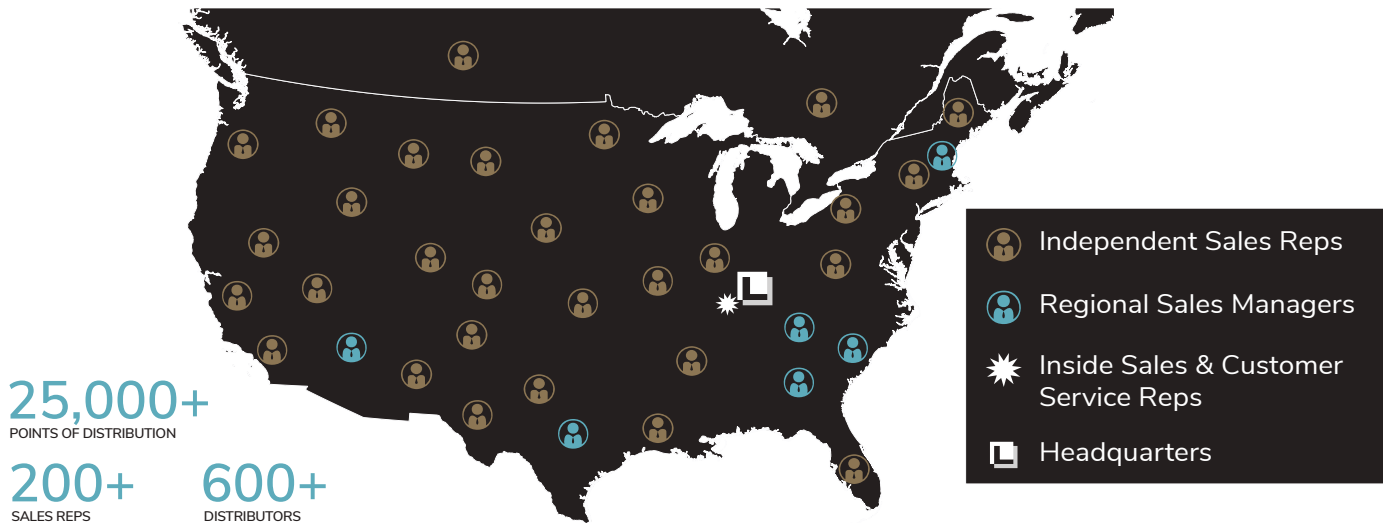
Connecting brands to markets



DISTRIBUTION NETWORK

We are a Master Distributor of high-quality and industry-leading products from major brands. Our distribution network spans the U.S. and Canada with a team of independent sales representatives, regional sales managers, inside sales coordinators, and customer service representatives. With headquarters centrally located in Kentucky, we can easily fulfill orders large and small across North America.

Take advantage of our extensive distribution network



OUR MARKETS

With deep industry expertise and long-standing relationships, Lentus helps manufacturers navigate complex wholesale and retail channels. Our experienced sales team works directly with key decision-makers to position products effectively, drive adoption, and build sustainable distribution partnerships.



HVAC-R &
PLUMBING



POWER
TRANSMISSION
& MRO



CONSTRUCTION
& INDUSTRIAL



MOLD
MAKING



SPECIAL ADHESIVES
& SEALANT
DISTRIBUTORS



DIY/HARDWARE

Partner with Lentus

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LENTUS

Our Go-To-Market Process



Lentus can handle every step of the process; from down-packing, blending, and packaging to marketing, selling, and order fulfillment. No matter what step in the process, we can tailor our services to meet your needs.

OPERATIONS

Light Manufacturing, Warehousing, & Distribution



**PURCHASE &
STORE BULK MATERIAL**



**DOWN-PACK /
PACKAGE BULK MATERIAL**



**SHIP TO DISTRIBUTORS
& RETAILERS**

MARKETING & SALES

Experienced Sales Team With Established Relationships In Key Markets



**MARKET STRATEGY &
COMPETITIVE ANALYSIS**



**CREATE
MARKETING MATERIAL**



**MARKET TO SALES
REPS & DISTRIBUTORS**



**INSIDE SALES
SUPPORT**



**SELL THROUGH
BUYING GROUPS**

CUSTOMER SUPPORT

Supporting Sale of Products While Providing Clear, Efficient Information



**TRAINED & PREPARED
TO ASSIST CUSTOMERS**

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Entering the U.S. Market?



Manufacturers partner with Lentus to enter or grow in North America without building internal sales, logistics, or support teams. We provide a turnkey path to market with active sales management and established distribution.

DISTRIBUTION NETWORK

Access to established distribution networks.

EXPERIENCED SALES TEAM

Our team has industry knowledge and connections to get to decision-makers in order to get your products into distribution.

- Reps and buying groups create demand
- Regional Sales Managers drive strategy and consistency
- Inside sales converts activity into orders and supports distributors
- Sales efforts are tracked and opportunities are prioritized

U.S. BASED TEAM

Prepared to service customers with a trained staff who understand the U.S. language and business customs.

LOGISTICS

With headquarters centrally located in Kentucky, we can easily fulfill orders large and small across North America.

RECEIVABLES

Track outstanding invoices and payment terms, while managing financial overhead during payment cycles.

COMPETITIVE ANALYSIS

Understanding competition in the U.S. to help with setting price points, marketing strategy, and more.

FREIGHT RELATIONSHIPS

Developed and maintained freight relationships to have competitive shipping costs and reliable delivery.

MARKETING

Generating interest, educating customers, and strengthening market awareness to move products from distribution to the end user.

- Marketing material
- Digital campaigns
- Consistent messaging

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