

E-catalog Sample

The following pages contain a menu page and a detail page for a marine products manufacturer who wholesales to retailers.

This sample includes menu copy written for all the products listed, but I've selected the upper middle item for the detail page copy.

The logos, photos, & names have been removed because this is about the writing, not pretty pictures or flashy web design.

Items in box brackets are explanatory or instructional.

[photo of V-Hull sport boat splashing through waves]

Sport Boats

Wow your customers with custom paint options.

Quick ship from factory to your lot.

Earn more with dealer bonuses.

[View Selection](#)

[photo of boat with cover]

XXXXX Boat Covers

Expand your stock without minimum orders.

Quickly get direct shipping.

Marketing materials help you sell.

Quality you can stand behind.

[See More Details](#)

[photo of boat motor]

Boat Motors

Offer the horsepower your customers want!

Reassure consumers with 3-year factory warranties.

Free installation classes for your techs.

Sell more, earn more with dealer bonuses.

[Find Out More](#)

[photo of boat with girls dancing and partying]

Marine Stereos

Give customers the marine sound system they want. When they hear the sound quality and imagine the fun, they'll buy the stereo from you.

Easy upsell for any boat purchase.

Sales incentives to motivate your team.

[Learn more](#)

[photo of custom painted boat trailer]

Boat Trailers

Offer your customer a trailer to match the boat they buy.

Customers can choose basic black, or you can upsell custom colours for higher margins and better dealer bonuses.

Free spare tire incentive.

[See our Trailers](#)

[photo of various boat gear]

Popular Boat Accessories

Some buyers want custom lights. Others want navigation. And some just need safety gear. Our simple order system lets you place orders for most needs all with the same manufacturer.

Easy to upsell.

[Wow them with extra toys](#)

Wholesale Boat Covers – Semi Custom and Universal

If your customers want boat covers at various price points for any size or style of boat, then XXXXX is your solution. Consumers demand the highest quality boat covers, and we supply them to you. If you have questions, our knowledgeable service staff is always ready to help you select the perfect cover for your customers.

Competitive Wholesale Program

Resellers can easily expand product offerings and quickly generate revenue with our XXXXX Wholesale Program.

Don't worry about minimum inventory requirements. XXXXX's drop ship program allows dealers the option to have products shipped directly to their customers without extra handling charges.

Need marketing material? XXXXX also has significant marketing collateral for dealers to use, enabling you to sell products in a highly professional manner.

Quality Cover Manufacturer

Customers demand quality, and so do dealers like you. XXXXX boat covers are built to provide protection from the harshest elements, season after season, for years to come. We have 25 years of experience that you can stand behind as a retailer of our products.

Innovative features, quality fabric, and best fit provide protection from any weather extreme, including UV rays, dirt, grime, rain, snow, and ice.

All Shapes and Sizes

Need a wide selection for your customers? XXXXX carries covers for all styles of boats, including:

- V Hull Runabouts
- Bass Boats
- Cuddy Cabins
- Inflatables
- T-Top Fishing Boats
- Center Console Boats
- Cruisers
- And others...
- Pontoon Boats
- Ski Boats
- Performance Boats

[picture of boat with cover]

Call now or add to cart!