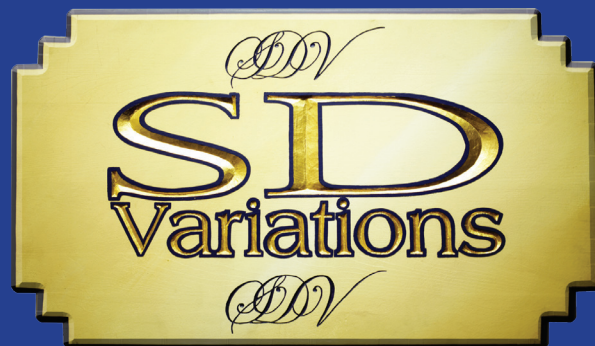


SD Variations...
Since 1984

WiiFY



What's in it for you?

For more than four decades now SD Variations has been providing Canadian customers in the pleasure products' industry with fast, reliable service. In this profile, we ask its founder, Sylvain Dubois, his secrets to success.

What do you attribute SD Variations long-term success to?

Being deeply thankful. S.D. Variations Inc. is a 100% Canadian company established since 1984. First and foremost, we want to express our heartfelt gratitude to each and every one of our customers. It's a true privilege to have the opportunity to serve them, and we are deeply honoured by their trust. We also extend our sincere thanks to our suppliers and employees; their unwavering support and dedication is the foundation of our success. We are committed to continuing to serve them with the utmost respect and care, as they genuinely deserve. Their support means a lot to us, and we are profoundly grateful.

What sets SD Variations apart from its competitors?

Honest and integrity. We mustn't deceive ourselves, turn a blind eye, or pretend we don't know the truth. Many Canadian distributors have their own stores and websites aimed directly at consumers. When you purchase one of their house-brand products or even just do business with them, a portion of your sales will eventually shift toward them. Over time, consumers can easily come into contact with them, and gradually, their clientele might start to drift away, ultimately leading to a loss for retailer. This has always been a duplicitous and unfair maneuver!

At S.D. Variations, we have no intention of taking an independent retailer's customers away from them—they belong to the retailer and that's crucial. Our commitment as a company is solely to serve merchants in the erotic industry. Our ultimate goal is to meet their needs with high-quality

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ity products in a professional manner and, most importantly, with respect. Rather than competing with the merchant, we prefer to collaborate and support them.

How important is the relationship between you and your merchants?

It's extremely important. With our strong team and dedicated employees who have been at their service for many years, our daily operations run smoothly. As for me, Sylvain, I've devoted the majority of my time to being their primary point of contact for all their requests and questions. I'm here to assist them, and though you might consider it a sort of semi-retirement for me, the truth is this direct connection with my merchants

is incredibly rewarding especially for me and expectantly for them. It's truly a pleasure to address their needs and support them. I like them knowing that they can reach out to me anytime by email. I'm always here to help.

What happens if an unsatisfied customer comes to you?

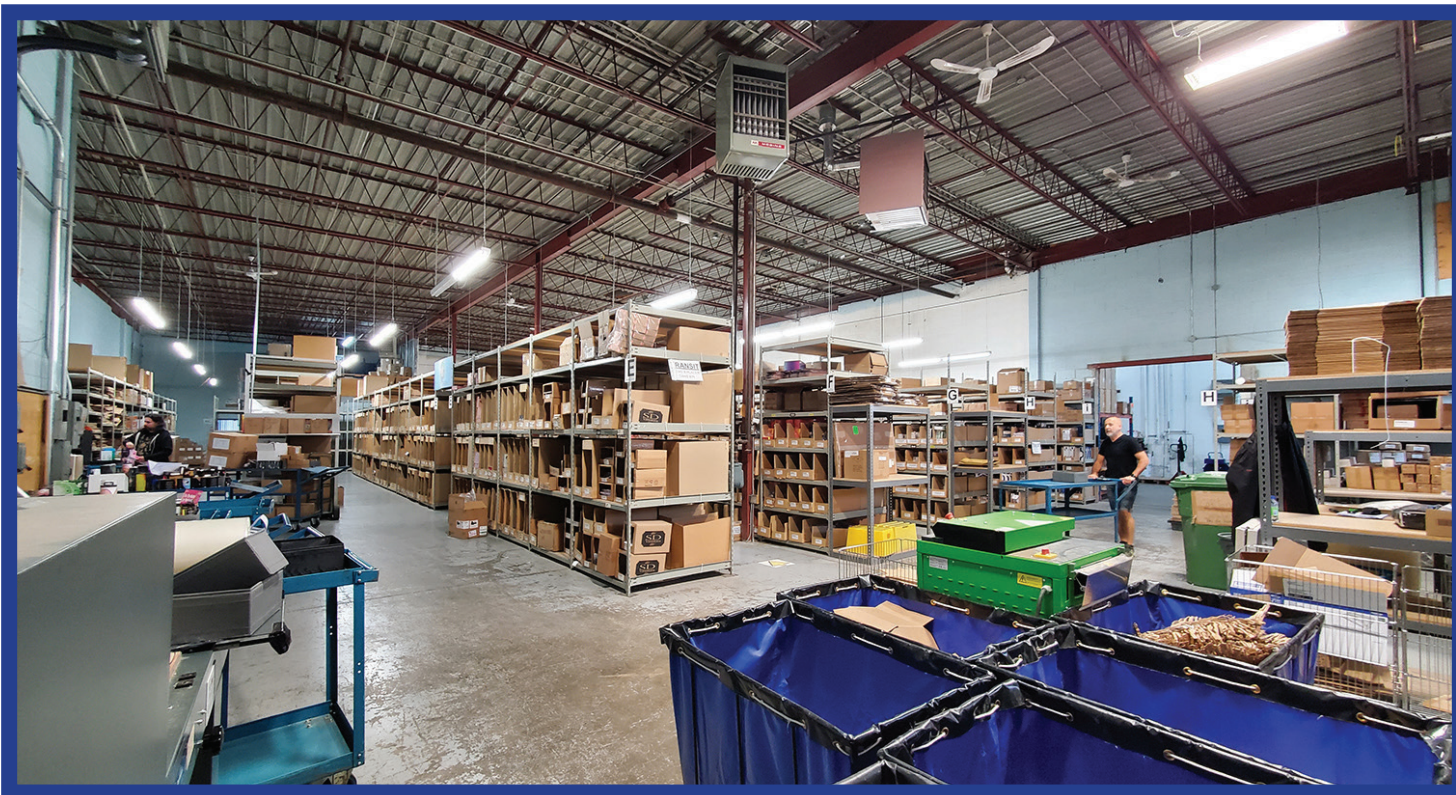
When you purchase from us and encounter a defective product, you deal with us directly. But it gets even better: if your customer returns a defective item, you still handle it with us. This process is much simpler than asking your customers to contact the manufacturer themselves, allowing you to provide VIP service right in your store.

Can you go into more detail about SD Variations warehousing capabilities?

Located in Laval, Quebec, our warehouse is the largest in Canada within our field, considering it only serves retailers. Spanning 32,000 square feet, we offer you thousands of products and represent at least 60 different companies. We're here to ensure you have access to a wide range of options and resources to support your business needs.

Can you speak to the range of products that SD Variations offers?

Every month, we introduce dozens of new products. Additionally, retailers have access to a significant range of exclusive items, allowing them to set their business apart. We listen to their needs and provide what they're looking for, staying current with market trends to ensure they have the latest and most relevant offerings.



Photos Courtesy of SD Variations

Some potential customers may be under the impression that SD Variations only serves Quebec, can you talk more about your reach across Canada?

We prioritize speed in our deliveries, ensuring that customers receive their orders within 24 to 48 or 72 hours in Quebec, the Maritime provinces, and Ontario, and within 4-5 business days elsewhere in Canada. We fulfill the vast majority of our orders in full, with only about 5% of orders experiencing backorders. Their satisfaction is important to us, and we strive to make their experience as smooth and efficient as possible.

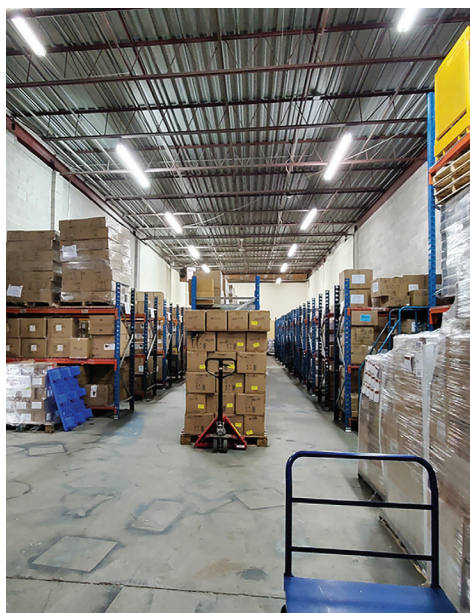
Can you speak to the special incentives that SD Variations offers on its products as well as to its customers?

Throughout the year, you can take advantage of specials ranging from 25% to 90% off on hundreds of products. Plus, with the famous S.D. Variations COMBOS, retailers have the opportunity to achieve substantial savings. These COMBOS are increasingly popular because the impressive profits they offer are for real. Retailers can always find the SPECIALS and the COMBOS featured on the main page of our website. We're here to help them maximize your profitability and make the most of these incredible opportunities.

Why should potential customers buy from SD Variations?

We're not your competitor. We don't sell at retail level, so we're not competing against you at all. We don't have any retail store or website selling directly to consumers. Instead, our focus is on serving you only in a way you deserve and you deserve a lot.

1. Thousands of Products Available.
2. Dozens of New Products Every Month.



3. A Wide Range of Exclusive Products to Help You Stand Out.
4. Year-Round Specials with Discounts Up to 90% to Boost Your Profits.
5. Ultra-Fast Delivery.
6. Unmatched Warranty.
7. Experienced Employees and the Founder at Your Service.
8. We're dedicated to providing exceptional support and value, ensuring that your business benefits from our commitment and expertise.

Sylvain Dubois is the founder of S.D. Variations Inc. For more information please visit www.sdvariations.com or call 1-800-561-1197 ext: 221. Ask for Sylvain.

