

PELEK

PRINCIPAL ELEKTRIK s.r.o. • PRAGUE • EUROPEAN UNION

Your Products. Our Market. Sold Across Europe.

您的产品 • 我们的市场 • 畅销欧洲

EU distribution partnership framework for Chinese industrial
manufacturers. No buyers. No proforma. A working sales infrastructure
in 22 countries. 面向中国工业制造商的欧盟分销合作框架 —— 我们不是采购商：无需
预付货款，直接接入覆盖22个欧盟国家的成熟销售体系。

PARTNERSHIP PROSPECTUS • 合作方案 • 2026

PELEK.EU • CN.PELEK.EU

A Ready-Made EU Sales Machine

成熟的欧盟销售体系，即刻可用

Principal Elektrik s.r.o. (brand: **Pelek**) is a Czech-based distributor of industrial automation and electrical components. We already operate the full chain — e-commerce, marketplaces, B2B accounts, warehousing, EU-wide logistics, VAT compliance and after-sales — for established electrical brands.

Principal Elektrik s.r.o. (品牌: Pelek) 是一家总部位于捷克的工业自动化与电气元件分销商。我们为知名电气品牌运营完整的销售链条：电商平台、在线市场、B2B客户、仓储物流、全欧盟增值税合规及售后服务。

22

EU countries with
active sales
已开展销售的欧盟国家

700+

orders shipped
monthly
每月发货订单

5

brands under
management
在管品牌

1

central EU warehouse,
Czechia
捷克中央仓库

Sales Channels • 销售渠道

Own e-shop pelek.eu, major EU marketplaces (Allegro, and others), plus a dedicated B2B desk serving panel builders, integrators and wholesalers. 自营商城 pelek.eu、主流欧盟在线市场（Allegro 等），以及面向配电柜制造商、系统集成商与批发商的专属B2B团队。

Logistics & Service • 物流与服务

Central warehouse near Prague, next-day dispatch, EU-wide courier network, local-language customer support, warranty and returns handling. 布拉格附近的中央仓库、次日发货、覆盖全欧盟的快递网络、本地语言客服、保修与退货处理。

Full Compliance • 全面合规

EU VAT / OSS registrations, EU Responsible Economic Operator role (GPSR), CE documentation review, WEEE — handled by us, not by you. 欧盟增值税/OSS注册、欧盟责任经济运营人（GPSR）、CE文件审核、WEEE —— 全部由我们承担，您无需操心。

Proven With Manufacturers • 制造商实证

We took Turkish industrial brands from zero EU presence to established, repeat-order revenue. The same playbook is now open to selected Chinese factories. 我们已帮助土耳其工业品牌从零起步，在欧盟建立稳定的复购型销售。现在，同样的成功模式向优选的中国工厂开放。

Two Ways to Enter. Zero Purchase Orders.

两种进入欧洲的方式，均无需等待采购订单

We do not buy containers upfront — and you should not want us to. A distributor who pays proforma has no incentive to invest in your brand. Instead, choose the model that fits:

我们不做预付款式的整柜采购 —— 这对您也并非好事：预付货款的经销商没有动力持续投入您的品牌。请选择适合您的合作模式：

MODEL A

Managed Distribution

全托管分销

- ◆ You place stock in the EU — it remains 100% your property
您将库存放置于欧盟境内 —— 货权始终100%归您所有
- ◆ We run the entire operation: listings, pricing, marketing, sales, delivery, service
我们负责全部运营：上架、定价、营销、销售、配送与售后
- ◆ Sales under your brand — we build your name in Europe
以您的品牌销售 —— 我们为您在欧洲树立品牌
- ◆ Monthly sales report + payout of all proceeds
每月销售报告 + 全额货款结算

MODEL B

Consignment Supply

寄售模式（代销）

- ◆ You ship agreed SKUs to our Czech warehouse on consignment
您将约定型号的产品寄售至我们的捷克仓库
- ◆ Products join the Pelek catalogue — under your brand or private label
产品进入Pelek产品目录 —— 可用您的品牌或贴牌
- ◆ We pay for goods as they sell — monthly settlement
货物售出后付款 —— 按月结算
- ◆ Unsold stock returnable by agreement
未售出库存可按约定退回

12%

One transparent distribution fee. Both models. No hidden charges, no exclusivity demanded — you remain free to work with other channels. 统一透明的分销费率，两种模式通用。无隐藏费用，不要求独家授权 —— 您可自由发展其他渠道。

Who Does What

职责分工一览

	Model A • Managed Distribution A模式 • 全托管分销	Model B • Consignment B模式 • 寄售代销
Ownership of goods 货权归属	Manufacturer, until sold 制造商所有，直至售出	Manufacturer, until sold 制造商所有，直至售出
Upfront payment from Pelek Pelek预付货款	None — settlement on actual sales 无 —— 按实际销售结算	None — settlement on actual sales 无 —— 按实际销售结算
Branding 品牌	Your brand, built long-term 您的品牌，长期培育	Your brand or private label 您的品牌或贴牌
Marketing & listings 营销与上架	Pelek — full scope Pelek全面负责	Pelek — within our catalogue Pelek —— 纳入自营目录
Logistics, VAT, customs, GPSR 物流、增值税、清关、GPSR	Pelek Pelek负责	Pelek Pelek负责
Customer service & warranty 客服与保修	Pelek, local languages Pelek，本地语言	Pelek, local languages Pelek，本地语言
Reporting 报告	Monthly, itemised by SKU & country 每月按型号与国家明细	Monthly, itemised by SKU 每月按型号明细
Exclusivity required 是否要求独家	No 否	No 否
Best for 适合对象	Factories building a European brand 希望在欧洲打造品牌的工厂	Factories testing EU demand fast 希望快速测试欧盟市场需求的工厂

Your initial consignment stock is your marketing investment into the EU market — the lowest-cost market entry available. We invest our channel, our traffic and our people.

首批寄售库存即是您进入欧盟市场的营销投资 —— 这是成本最低的市场进入方式。我们则投入渠道、流量与团队。

From First Call to First Sale

从首次沟通到首笔销售

1

Qualification 资质审核

Technical documentation review: certificates, test reports, materials compliance. 技术文件审核：证书、测试报告、材料合规性。

2

Agreement 签署协议

Cooperation contract signed at management level — model, SKU list, price corridor. 管理层签署合作协议 —— 确定模式、产品型号清单与价格区间。

3

First Shipment 首批发货

Pilot consignment stock (typically one container) arrives at our Czech warehouse. 首批寄售库存（通常为一个货柜）抵达我们的捷克仓库。

4

Launch 上线销售

Listings live on pelek.eu and marketplaces; B2B desk starts offering to accounts. 产品在 pelek.eu 及各大平台上线；B2B团队同步向客户推介。

5

Settle & Scale 结算与放量

Monthly reports and payouts. Replenishment based on real sell-through data. 每月报告与结算，依据真实动销数据补货放量。

QUALIFICATION REQUIREMENTS • 合作资质要求

- CE documentation + product standard compliance (e.g. EN 62208 for empty enclosures)
CE文件及产品标准合规（如空壳机柜适用 EN 62208）
- IP / performance test reports from a recognised laboratory
权威实验室出具的IP等级/性能测试报告
- Steel products: Mill Test Certificates with country of melt — EU Reg. 833/2014 Art. 3g (no Russian-origin steel inputs)
钢制产品：附熔炼国信息的材质证明书（MTC）—— 欧盟第833/2014号条例第3g条（不得含任何俄罗斯来源钢材）
- OEM/ODM capability and stable production capacity
OEM/ODM能力及稳定的生产产能
- Management-level commitment to a partnership model, not one-off trading
管理层对长期合作模式（而非一次性贸易）的承诺
- Readiness to place pilot consignment stock in the EU
愿意在欧盟放置首批寄售库存

We Select Partners. Not Suppliers.

我们甄选的是合作伙伴，而非供应商

We onboard a limited number of manufacturers per product category. If your management is ready to discuss a partnership — not a purchase order — we are ready to talk.

每个产品类别我们仅接纳有限数量的制造商。如果贵司管理层愿意探讨的是合作伙伴关系 —— 而非采购订单 —— 我们随时恭候。

COMPANY • 公司

Principal Elektrik s.r.o.

Prague, Czech Republic • European Union
捷克 • 布拉格 (欧盟)

WEB • 网站

pelek.eu

Partner portal 合作伙伴专页: cn.pelek.eu

E-MAIL • 邮箱

info@pelek.eu

Partnership enquiries • 合作垂询

PHONE • 电话

+420 705 724 353

Mon–Fri 9:00–17:00 CET • 周一至周五