

MLM Company Profile: Demarle at Home, Inc.



DEMARLE
at HOME

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Demarle at Home, Inc.

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Editor's Note:

Welcome to **MLMLegal.Com Company Profiles** at www.mlmllegal.com. Here you will find brief summaries of pertinent information about hundreds of MLM, Direct Selling, Direct Sales, Network Marketing and Party Plan Companies. As a general matter, the summary information is derived from Company published information, generally posted at Company websites, public information releases or posts at industry trade sites.*

Founding Story

Demarle at Home is located in Houston, Texas. Demarle at Home is new to the United States. It is a European company that is headquartered and has manufacturing facilities in Wavrin near Lille in the North of France.

In 1960, Guy Demarle (a chemist) designed a new non-stick process for the food industry. He is considered the pioneer in the food-standard high-temperatures silicone technology. He used this technology to create professional tools designed (www.mlmllegal.com) for the food industry. He first invented the silicone-coated sheet, then the non-stick baguette mates that revolutionized bread cooking. He brought in hygiene, quality, and productivity. He also developed Silpat®, which is a baking sheet used by bakers and others. Silpat® soon became an essential for chefs around the world. Guy retired after 25 years.

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In 1994, Patrice Jacquelin bought Demarle and launched the new concept of cooking at home. Patrice was born in Burgundy, a temple of the French gastronomy. Patrice is now the chairman and CEO of the Company.

In 1995, Demarle at Home was promoting its products through party plan marketing.

Impact on the Industry

Demarle at Home is a member of the Direct Selling Association (www.mlmllegal.com) and the Direct Selling Women's Alliance.

Discussion of Products

Demarle at Home offers cookware, pans, tools, accessories, knives, aromatic teas, French linens, baking sheets, cookbooks, and a lot more.

Discussion of Opportunity

There are three ways to earn income with the company, which include:

1. *Personal Discount 20% to 31%*

Everyone begins at a 20% discount and quickly moves within the plan to higher levels as their title and discount level changes by the sales and sponsorships they bring along.

2. *Group Overrides 2% to 11%*

Group overrides are paid on those you personally sponsor and their groups. An override is the difference from where you are in the discount level and where your recruit is.

3. *Chef Bonus 2% to 4%*

Our very top leadership levels are in the Chef levels. As a Chef you are paid a Chef bonus on your breakaway Sr. Managers. Your Chef Bonus starts at the Bronze Chef level and pays you 4% on your personally sponsored Sr. Manager and her group. As your team grows so will your income and opportunity to move up Chef Levels with Chef Bonus of 2% to 4% on your qualifying Sr. Manager Teams.

Demarle at Home offers the following Quick Start Sales Challenges:

Quick Start #1 Start Date Plus 40 days.	Quick Start #2 Start Date Plus 100 days.	Quick Start #3 Start Date Plus 100 days.
Qualification: <ul style="list-style-type: none"> • Within 40 days of your Start Date.⁽¹⁾ • Reach \$1,250 in commissionable sales 	Qualification: <ul style="list-style-type: none"> • Achieve an additional \$1,500 in commissionable sales • Earn Quick Start #1 • Start Date Plus 100 days.⁽¹⁾ 	Qualification: <ul style="list-style-type: none"> • Achieve an additional \$2,000 in commissionable sales • Earn Quick Start #1 and #2. • Start Date Plus 100 days.⁽¹⁾
Rewards: <ul style="list-style-type: none"> • Receive the product grouping below for FREE! (Approx. Retail Value \$165) 	Rewards: <ul style="list-style-type: none"> • Receive the product grouping below for FREE! (Approx. Retail Value \$230) 	Rewards: <ul style="list-style-type: none"> • Receive the product grouping below for FREE! (Approx. Retail Value \$270)
Product Grouping Includes: <ul style="list-style-type: none"> • Large Silpat® • Mini-Tartlet Tray (30) • Everyday Dough Cutters (Set of 4) • Shaper • Perforated Baking Sheet (Large) • Polyamide Spatula • Fluted Bundt Mold • <i>Fresh Approach To Beginnings & Endings</i> cookbook 	Product Grouping Includes: <ul style="list-style-type: none"> • All 6 Savory Herb Blends • Vin Gélés (2 packages) • Orange Poppyseed Muffin Mix • Spice Cake Baking Mix • Spiced Apple Pear Balsamic Vinegar • Pizza Dough (2 packages) • Herbes de Provence • Rich Chocolate Tort Mix • Hot Sweet Mustard • Rosemary Shortbread • Magnetic Measuring Trio • Mixing Bowl • Floral Cooling Rack 	Product Grouping Includes: <ul style="list-style-type: none"> • Set of 3 Spatulas • Specialty Dough Cutters • Whisk • Cake Server Knife • Beechwood Rolling Pin • Silicone Pastry Brush • Petite Sauce Pan w/ Lid • Kitchen Scissors • Pastry Bag Kit • Deep Flexipat® • Square Roul'Pat® • <i>Families Cooking Across America</i> cookbook • <i>Dessert</i> cookbook • <i>Cooking Light Every Night</i> cookbook • <i>Cooking Right At Home</i> cookbook



Quick Start Sponsoring Challenge

Quick Start #1 (Sponsoring) Start Date Plus 100 days.	Quick Start #2 (Sponsoring) Start Date Plus 100 days.	Quick Start #3 (Sponsoring) Start Date Plus 100 days.
Qualification: <ul style="list-style-type: none"> • One personally sponsored Qualified Recruit⁽²⁾ 	Qualification: <ul style="list-style-type: none"> • One additional personally sponsored Qualified Recruit⁽²⁾ 	Qualification: <ul style="list-style-type: none"> • One additional personally sponsored Qualified Recruit⁽²⁾
Rewards: <ul style="list-style-type: none"> • Receive the product grouping below for FREE! (Approx. Retail Value \$74.95) 	Rewards: <ul style="list-style-type: none"> • Receive the product grouping below for FREE! (Approx. Retail Value \$139.95) 	Rewards: <ul style="list-style-type: none"> • Receive the product grouping below for FREE! (Approx. Retail Value \$139.90)
Product Grouping Includes: <ul style="list-style-type: none"> • 8" Demarle Différence® Omelette Pan 	Product Grouping Includes: <ul style="list-style-type: none"> • Demarle Différence® Small Stockpot 	Product Grouping Includes: <ul style="list-style-type: none"> • Demarle Différence® Santoku Chefs Knife • Demarle Différence® Paring Knife



Leadership Challenge

Sr. Manager Challenge	Bronze Chef Challenge	Silver Chef Challenge	Gold Chef Challenge
Qualification: <ul style="list-style-type: none"> • Four Direct Qualified Executives. • Recommended to achieve within 160 days from your Start Date⁽¹⁾, see Senior Manager qualifications in Income Plan Brochure. 	Qualification: <ul style="list-style-type: none"> • One Direct Qualified Senior Manager. • Recommended to achieve within 250 days from your Start Date⁽¹⁾, see Bronze Chef qualifications in Income Plan Brochure. 	Qualification: <ul style="list-style-type: none"> • Two Direct and two Indirect Qualified Senior Managers. • Recommended to achieve within 340 days from your Start Date⁽¹⁾, see Silver Chef qualifications in Income Plan Brochure. 	Qualification: <ul style="list-style-type: none"> • Four Direct and four Indirect Qualified Senior Managers. • Recommended to achieve within 430 days from your Start Date⁽¹⁾, see Gold Chef qualifications in Income Plan Brochure.
Rewards⁽³⁾: <ul style="list-style-type: none"> • Promote to Senior Manager and start earning 31%. • Receive Garmin® GPS. • Earn greater levels of Income Plan. 	Rewards⁽³⁾: <ul style="list-style-type: none"> • Promotion to Bronze Chef. • Receive HD 10" Digital Photo Frame. • Earn excellent levels of Income Plan. 	Rewards⁽³⁾: <ul style="list-style-type: none"> • Promotion to Silver Chef. • Receive Mino Flip Camcorder. • Earn higher levels of Income Plan. 	Rewards⁽³⁾: <ul style="list-style-type: none"> • Promotion to Gold Chef. • Receive Laptop. • Earn top levels of Income Plan.



The company also offers incentives including free trips and free cookware and cookbooks.

More information is available by contacting the company.

Discussion of Distributor Base and Sales Volume in U.S.

Demarle at Home sold millions of Euros in (www.mlmllegal.com) 2002. Demarle at Home has hundreds of employees and is currently promoting sales in France, Germany, Belgium, and the United Kingdom.

Company Website: www.demarleathome.com

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Jeffrey A. Babener, principal attorney in the Portland, Oregon, law firm Babener & Associates, represents many of the leading direct selling companies in the United States and abroad.

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