

ZEN QUALITY BACKPACKS x MURASE KABANKO: AFFILIATE PROGRAM

Program Overview

Zen Quality Backpacks imports heirloom-grade Japanese Randoseru backpacks through an iconic studio, Murase Kabanko. These bags are made through an uncompromising 150-step artisanal hand-stitching process using genuine leather (such as premium cowhide and Tochigi leather) and solid metal accessories.

We partner selectively with content creators who value timeless quality over fast trends. Our program is structured to reward long-term advocacy and exceptional storytelling, aligning our success directly with yours [cite: 1, 2, 5, 9].

Commission & Payout Structure

We feature an escalating commission tier that rewards performance as you introduce our handcrafted pieces to your dedicated audience

- **Tier 1: Foundation (10% Commission):** Applied to your first 5 bag sales per month/campaign cycle. Designed to build baseline momentum as your community discovers the piece
- **Tier 2: Escalated Value (12% Commission):** Applied automatically to the balance of all sales exceeding 5 bags (Q>5). An enhanced reward for high-performing advocacy

Payout Logistics: Commissions are tracked automatically through your unique creator link and disbursed securely on a regular monthly schedule

Exclusive Follower Perk (10% Off)

To help drive engagement and conversions, your followers receive a dedicated 10% discount code valid across our entire collection of handcrafted Randoseru backpacks. This gives your audience a tangible entry point while ensuring your tracking attribution remains clear and seamless

- **Your Unique Tracking Link:**
- **Your Follower Promo Code:**

Content Expectations & Guidelines

Because our backpacks represent lifetime durability and refined minimalism, we ask creators to respect our core aesthetic guidelines

- **Cinematic Stillness:** Prioritize unhurried, clean, and intentional framing over fast-paced viral trends
- **Focus on Craft:** Highlight tactile details—leather grain, hand-stitching precision, the

- magnetic lock on the base, and structural longevity
- **Authentic Integration:** Show how the piece integrates into an everyday, high-end lifestyle
- **AI Content:** Because of cost and logistic issues, we are seeking AI content, either in image or video form.

Tagging & Compliance Requirements

- **Required Handles / Tags:** Tag @ZenQualityBackpacks and use #ZenQualityBackpacks, #Randoseru, and #LeatherBackpack
- **FTC Disclosure:** Please ensure compliance with local advertising guidelines by including clear disclosures such as #ad, #affiliate, or sponsored tags on your posts
- **Call-to-Action (CTA):** Direct your audience to use your code at checkout or click the link in your bio

Target Audience

The ideal audience consists of unisex, professional urban adults, ages 30 to 60, who appreciate high-quality products rooted in meticulous production and heirloom-quality materials