

# Channel Protection Commitment One-Pager

## ***No Channel Conflict. Ever.***

A clear commitment from BluBOX to our integrator partners.

## **BluBOX Channel Protection Commitment**

A promise to every integrator: We will never compete with you.

### ***Why Channel Protection Matters***

Manufacturers often sell direct, underbid integrators, pursue national accounts without partners, or allow end customers to bypass integrators entirely — practices that erode trust and margins.

BluBOX operates differently: We succeed by helping integrators succeed.

## **The BluBOX Channel Protection Policy**

### **We Never Compete With Our Integrators**

If an end user contacts BluBOX directly, we redirect the opportunity to certified integrator partners.

### **We Do Not Undercut Integrator Pricing**

No secret discounts, no back-door pricing, and no manufacturer-driven deals to take direct business.

### **We Never Bid Against an Integrator**

Opportunities brought by integrators are protected for the life of the project.

### **We Provide Equal Access to Products and Information**

All integrators receive equal access to pricing, lead times, support, engineering, documentation, and training.

### **We Build Long-Term Relationships**

Our goal is decades of partnership — consistent trust, reliability, and profitability.

## **How BluBOX Enforces Channel Protection**

- Opportunity registration ensures protection and priority.
- End-user leads are routed to integrators by region or specialization.

- Structured pricing for partners is never used against them.
- No direct support agreements behind integrators' backs.
- Transparent communication — no hidden quotes or parallel bids.

## **The Result for Integrators**

- Trust that drives repeat business.
- Higher margins through protected pricing.
- Confidence in promoting BluBOX solutions.
- Stronger collaboration and faster sales cycles.

## **A Partner You Can Trust. A Platform You Can Win With.**

Download the Channel Protection Commitment (PDF)