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Policy on Gray Market Sellers



A gray market business is one that meets three or more of these criteria:

1. The gray marketer makes little or no capital investment in the business's infrastructure
 - The business operates on no cost or low cost Internet-based tools such as a chat group, a discussion board, or a third-party platform like eBay, Etsy, and Amazon
2. The gray marketer makes no investment in marketing the business or merchandising the products she sells
 - Customers of these gray market sellers find out about them via word of mouth
 - The gray marketer freeloads on marketing and sales investments made by manufacturers, retail shops, web-based retailers, and distributors to promote the products she sells
3. The gray marketer carries no or, at most, a negligible amount of inventory
 - The gray marketer usually takes pre-orders and collects payment from customers before ordering from a manufacturer or distributor
4. The gray marketer provides minimal and often unreliable customer support
 - Customer support consists of, at most, responses to email about order status
 - Delivery times for product may be weeks or months from when payment is sent
5. The gray marketer always sells product at a discount to retail price
 - Every product sold is available at a significant discount to MSRP every day
 - The gray marketer may charge high shipping and handling fees to increase profits
6. The gray marketer does not provide full transparency into who owns the business, where it is located, or how to contact the business
 - At most, the gray marketer provides a first name and email address



Oliver + S encourages all industry participants to join us in embracing these policies on gray market sales

- Purchasing product at wholesale price is a privilege, not a right
- To support our bricks-and-mortar and Internet-based retailers, we validate all customers requesting wholesale pricing
- We only provide products at wholesale price to bona fide, validated retailers who operate legitimate, non-gray market businesses
- We maintain a strict zero-tolerance policy on gray market sales and will take immediate corrective action if we determine that product we produce or represent is being sold to gray market resellers at wholesale price