The State of Private Labeling in the Electrical Industry, 2007

In the fall of 2007, Channel Marketing Group and Allen Ray Associates were approached by a number of manufacturers who sought our insight on the emerging trend of private labeling in the electrical industry. We had heard from some distributors of this trend, and based upon manufacturer interest, we decided to pursue additional research.

To best understand the market, we determined that we needed to understand the needs, interests and challenges faced by each element of the channel. We surveyed and interviewed distributors, manufacturers, reps and customers (primarily contractors). The result was a research report detailing customer interest and acceptance of generic and/or private label products as well as a series of articles that were written for Electrical Wholesaling throughout 2007.

Given the growth in alternative sourcing and continued interest from distributors, we've decided to consolidate the articles and the original contractor research into one research report entitled "The State of Private Labeling in the Electrical Industry, 2007." This report shares insights from all audiences; provides observations regarding liability issues and how to ameliorate them; as well as dispels many of the myths about private labeling.

In the end, we feel that private labeling and "generic" products are the tips of the iceberg in purchasing trends. With globalization, the Internet, and increased pressure on margins, the role of purchasing will become a more important strategic resource for distributors than ever before. Different "classifications" of products will need to be procured, and managed; to serve different customers and customers will continually be exposed to new products via the web. Manufacturers, on the other hand, will be challenged to decide which distributors and market segments they want to position themselves for and which "value-added" services truly add value or need to be considered overhead, and hence jettisoned.

The State of Private Labeling in the Electrical Industry, 2007, a 93 page report, is available for only $79.

The State of Private Labeling, 2007

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To order, email form to David Gordon, Channel Marketing Group, at dgordon@channelmkt.com.

You will be invoiced within 24 hours and the report will be sent within 48 hours.

If you have questions, please contact us at:

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