

Office Products

The office channel is vertical in nature with products flowing from Manufacturer to Dealer to End-User. There is a large wholesale presence Pricing programs and rebates, however, often obscure net pricing visibility and add complexity to sales programs.

Channel Nuance

Shrinking Demand

- Decline in demand for traditional office supplies due to digitalization
- Reduced furniture demand post-COVID work-from-home boom
- Dealer response: broader assortment (JanSan, facility supplies) and greater emphasis on inside sales

Digital & eCommerce Sophistication

- High degree of digital sophistication with mature eCommerce platforms
- SKU curation (i.e. employees can only view/purchase pre-approved assortment)

Sales Programming & Rebates

- Complex back-end rebates and customer-specific pricing
- Back-end programs go deeper than other industries (i.e. 10-15% vs. 3-5%) to shelter income and create margin
- Creates visibility complexity - net pricing often obscured due to aggressive backend structuring

