

# RESELLER BULLETIN

**Panasonic**  
**AUTHORIZED**  
**RESELLER PROGRAM**

**Subject:** Distribution Policy Changes

**Bulletin Type:** ☐ Product ☒ Marketing ☐ Service

**Bulletin Number:** Document Imaging-2015-MB-72

**Date:** July 1, 2015

**Product:** Document Scanners

Panasonic would like to announce that it will be changing the current reseller open distribution policy for Panasonic document scanners to closed distribution.

Effective Aug. 1, 2015, any scanner reseller wishing to purchase a Panasonic document scanner must be a) enrolled in the Panasonic Partner Program and b) authorized by Panasonic with a minimum Tier level of D or above.

The change in distribution policy will enable Panasonic to effectively manage & support its channel partners, while creating a fair & competitive sales environment for its channel partners.

After Aug. 1, 2015, any reseller who is not enrolled in the Panasonic Partner Program and authorized as a Tier D scanner reseller will no longer be able to purchase scanners from our authorized distributors.

Panasonic will formally introduce and announce the updated Partner Program prior to the Aug. 1, 2015. The new Tier D authorization level will allow existing resellers who are currently purchasing via open distribution, the ability to continue purchasing Panasonic scanners with zero sales commitment, as long as they adhere to Panasonic's Minimum Advertised Pricing policy.

If you are not sure what your current Tier level is or to enroll as a scanner reseller you can visit the Panasonic Partner Portal (<http://www.panasonicpartnerportal.com>) or contact your Panasonic Partner Sales Manager.

