

“No.”

(Graybar takes a public stand on private labeling.)

It has come to our attention that the distribution industry is, in some ways, having an identity crisis. It's started to dabble in the manufacturing business. Suppliers have noticed this development as well. As a distributor, we believe it's critical that we distribute our suppliers' products, not develop and market our own. So, we simply refuse to do it.

The Chain of Trust

We trust our suppliers to build quality products, and they trust us to deliver the right products and solutions to our mutual customers. Together, our industries have formed a lasting relationship. When distribution starts promoting its own labels, the supply

chain is weakened. Trust may be quickly lost, right down to the customer. As we all know, that is in no one's best interest.



Our name goes on the boxes we pack, not on the products inside.

The Wiser Way

Private labeling benefits just one company and breaks healthy alliances. It may even increase liability to the customer. Done the right way, distribution works to everyone's benefit, and quality products reach our mutual customers. Today, our industry needs

this reminder. It comes from an established company that can disregard fads. It comes from an employee-owned company, immune to the pressures of short-term thinking. If our 82 years have taught us anything, it's that distribution should work to your advantage.