



Code Red Partner Network · Lane 03

WHOLESALE / WHITE-LABEL PARTNER STARTER KIT

Expand your sourcing desk without adding inventory, research burden, or another customer-facing brand.

FAST REQUEST INTAKE VERIFIED OPTIONS RELATIONSHIP PROTECTED

01 / THE LANE

KNOW WHEN TO CALL CODE RED.

This starter kit is one lane inside the **Code Red Partner Network**. The network is built for trusted industrial partners who run into urgent, obsolete, no-stock, or hard-to-source part requests. Each lane gives partners a clean way to send Code Red the opportunity while protecting the customer relationship.

WHAT THIS LANE IS

Code Red acts as your behind-the-scenes sourcing desk. You receive a partner quote, set your customer price, and own the account experience.

WHO IT IS FOR

- + Industrial distributors and resellers
- + Maintenance, repair, and operations suppliers
- + System integrators
- + Service companies that want to quote under their own brand

SEND A REQUEST WHEN

GOOD FIT SIGNALS

01 A line card or normal vendor cannot cover the request

02 The part is obsolete, allocated, or globally constrained

03 You need an alternate source while preserving your customer account

04 You want a white-label fulfillment option for a special order

BEST RULE: send it early. A clear request gives the sourcing team more room to verify availability, condition, lead time, and options.

02 / THE HANDOFF

SEND THE FACTS. WE RUN THE SEARCH.

WHAT TO SEND

- 01 IDENTITY**
Manufacturer + exact part number or model number
- 02 REQUIREMENT**
Quantity + condition requirement + needed-by date
- 03 DELIVERY**
Ship-to region + blind-ship requirements
- 04 ACCEPTANCE**
Customer acceptance of used, surplus, refurbished, repaired, or new condition
- 05 DOCUMENTS**
Required documentation + resale certificate if requested
- 06 PARTNER RECORD**
Partner Identification Number

COMMERCIAL MODEL

WHOLESALE MARGIN

Wholesale / White-Label partners do not receive a referral payout on wholesale purchases.

Your margin comes from your approved partner quote and the resale price you set with your customer. Code Red provides the partner quote. You control the customer price, the customer relationship, and the final resale margin. Any exception must be approved in writing before the transaction.

Wholesale / White-Label partners may be asked to provide a valid resale certificate, business information, billing information, shipping instructions, and written approval before Code Red purchases inventory for a transaction.

ONE REQUEST CAN BE SIMPLE.

Part number + photo + quantity + date is enough to start the conversation.

03 / HOW WE OPERATE

VISIBLE WHEN USEFUL. BEHIND THE SCENES WHEN NEEDED.

BEHIND THE SCENES / BLIND SHIP

Your customer-facing brand stays yours. Code Red can stay behind the scenes, quote to you, and ship according to agreed instructions when supplier and shipping conditions allow it.

NEUTRAL PACKING

NO PRICING

YOUR RELATIONSHIP

V

BLIND-SHIP OR VERIFIED

Blind-Ship keeps Code Red behind the scenes when supplier and shipping conditions allow it. Verified routes the unit through an added review or independent functional test when available. Verified may add time and a per-unit cost, quoted up front.

CUSTOMER MESSAGE

"We are checking our extended sourcing network for this item. Please send the complete part number, manufacturer, quantity, condition preference, photos, and required delivery date so we can confirm the best available option."

FIELD TEXT

Need a part outside the normal line card? Send the part number, manufacturer, quantity, condition, and needed-by date. I will run it through our extended sourcing desk.

KEEP THE HANDOFF CLEAR: confirm the communication path, fulfillment lane, and customer-facing expectations before the order is released.

04 / QUICK CHECK

READY TO ROUTE? CHECK THE ESSENTIALS.

BEFORE YOU SEND

Use this quick review to make sure Code Red has enough information to qualify, source, and route the opportunity correctly.

- ☐ Customer requirement is fully captured.
- ☐ Condition preference is stated.
- ☐ Target date is realistic and specific.
- ☐ Blind-ship documents are supplied before release.
- ☐ Partner Identification Number is included.
- ☐ Brand and part number are exact.
- ☐ Quantity and destination are confirmed.
- ☐ Partner quote is still valid.
- ☐ Resale certificate is available if requested.

CLEAN HANDOFF, FASTER REVIEW

Complete information helps the sourcing team verify the request, protect the partner relationship, and return a usable option with fewer follow-up questions.