

Authorized Allen-Bradley Distributors

Rockwell Automation extends and enhances its own significant automation capabilities by partnering with a network of authorized distributors. Customers receive many benefits by working with their local authorized Allen-Bradley distributor including:

- Access to local current product inventory (including spares and replacements)
- Technical assistance from local distributor product specialists
- A knowledgeable staff that has access to factory training
- Rockwell Automation support of local distributor activities

Rockwell Automation is proud of its network of authorized distributors and believes that the vast majority of customers recognize them as their local automation experts. Each local distributor is authorized in a specific geographic territory and Rockwell Automation supports and promotes that distributor as its preferred and recommended source for Allen-Bradley and Rockwell Software products and related services in that geography.

As a matter of Company policy, Rockwell Automation only provides full product and sales support to the local authorized distributor, and it is Rockwell Automation's practice to always promote and recommend the use of that distributor to customers that are located in that distributor's assigned geographic area. Rockwell Automation discourages the use of other non-authorized sources, including surplus and salvage dealers, as well as distributors who may hold an Allen-Bradley appointment in another geographic area.

If You Have Questions

This pamphlet is intended to inform customers and users of Allen-Bradley industrial control and automation equipment about the risks of purchasing those products from sources other than their local authorized Allen-Bradley distributor.

Customers seeking more information about the potential risks inherent in buying Allen-Bradley products through the "gray market" should contact their Rockwell Automation sales office or local authorized Allen-Bradley distributor. Inquiries also may be directed to:

AUTHORIZED ALLEN-BRADLEY DISTRIBUTOR



**Authorized
Distributor**

A ROCKWELL AUTOMATION PARTNER

Smart Sourcing of Allen-Bradley Products

Why customers should purchase Allen-Bradley and Rockwell Software products from an authorized Allen-Bradley distributor and avoid the risks associated with purchasing from unauthorized sources



What are the Risks of Buying Allen-Bradley Products From Unauthorized Sources?

Is it really new?

“New” can be a relative term when product is being purchased from an unauthorized source. An alleged “new” product may not always be the latest version or recently manufactured. The fact that a product container or package has its “factory seal” intact does not mean that it is the latest series or revision of that product. This especially is true with electronic products having onboard firmware or software that might be subject to change or update. There have been many occasions where a customer has purchased a supposedly new “factory sealed” product from an unauthorized source, only later to learn that the product was manufactured years before and is out of warranty or was subsequently superseded or possibly stored over time in an unknown environment.

Only by dealing with an authorized Allen-Bradley distributor can a customer be assured of receiving authentic and current product.

What about warranty coverage?

Many advertised as “new” products will not be covered by a manufacturer’s warranty. Further, Rockwell Automation’s warranty is limited to products that are purchased directly from Rockwell Automation or one of its authorized distributors. Rockwell Automation typically only honors warranty claims that are processed through the local authorized Allen-Bradley distributor. Rockwell Automation does not accept warranty returns processed through unauthorized resellers. Customers should not assume that they will receive factory warranty benefits when purchasing products from unauthorized sources (including internet-based resellers).

Only your local authorized Allen-Bradley distributor can offer access to factory warranty coverage on Allen-Bradley products.

What about after you buy?

Post-sale support is an important benefit provided by the local authorized Allen-Bradley distributor. Customers may be able to secure some level of Allen-Bradley product repair and other services from a variety of independent sources, but there is only one way to gain access to factory provided repair and remanufacturing services – through the local authorized Allen-Bradley distributor. Rockwell Automation does not knowingly accept repair orders from unauthorized resellers or other independent repair organizations.

We recognize that price can be an important consideration in any purchasing decision; however, it is equally important for customers to understand what they may or may not be getting for their purchase price when they buy from an unauthorized source.

Rockwell Automation firmly believes that the greatest customer value can best be achieved by dealing with the local authorized Allen-Bradley distributor.

Are you managing your Industrial Security risks?

The emergence of increasingly connected systems places a greater demand on a secure network infrastructure. When a customer purchases from an unauthorized source, he cannot be certain the product is in its original form and has not been altered or modified. The installation and use of altered or modified product poses many potential problems for customers, including but not limited to a threat to operational security, unintended or unwanted actions in the automation system, potential Intellectual Property infringement, an inability to comply with validation standards, such as Title21 CFR Part II, etc.

Buying from the local authorized Allen-Bradley distributor is the only way to insure a customer is buying genuine, unused, and unaltered product containing the latest in security and safety capabilities and is not unknowingly introducing unintentional security threats.

Do you need to ensure the products you purchase comply with certification, directives, marking requirements, or regulations (i.e. RoHS, WEEE, CE, REACH)?

There are an increasing number of countries implementing restricted substance legislation and requiring product environmental compliance. Rockwell Automation is committed to demonstrating the highest standard of global environmental management.

Your local authorized Allen-Bradley distributor has access to the most up-to-date information regarding products that are compliant with global environmental requirements and directives.

