

DISTRIBUTION TALKS | 11 September 2025

Distribution Talks #5 - Fulfilment contracts

In this [fifth edition](#) of the Distribution Talks, we delve into another pressing question concerning vertical agreements.

When a supplier appoints a distributor to fulfil a supply contract the supplier previously concluded with an end customer, to what extent may that supplier impose a resale price on the distributor under the fulfilment contract?

We unpack the legal framework and practical consequences in our signature clear and concise style.

Enjoy reading!

P.S. Missed any of the previous Distribution Talks? You can catch up on earlier editions:

- DT #1 - Online marketplaces: [here](#)
- DT #2 - Use restrictions: [here](#)
- DT #3 - Business transition and exclusivity: [here](#)
- DT #4 - Passing on of sales restrictions: [here](#)