Distribution Law Center
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DISTRIBUTION TALKS | 2 June 2026

Distribution Talks #7 - Price protection clauses

In this seventh edition of the Distribution Talks, we explore another relevant question concerning vertical agreements.

Can a supplier and buyer agree that the supplier compensates the buyer if it lowers its retail price in response to competitors?

We explain the legal framework and practical implications 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
- DT #5 - Fulfilment contracts and RPM: here
- DT #6 - Dual pricing: here