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WotC's Latest Insult to Online Merchants

Saturday, March 18, 2000

Reported by *Tazman*

We have received confirmed reports about a new policy given by Wizards againt online merchants. The new policy includes a 5% price increase. Also, WotC are assigning distributors to the online merchants to whom they must purchase from.

This is the second major policy change of WotC regarding online merchants known to us. Previously, WotC decreed no distributor is to deal with merchants without a storefront. Apparently, that did not work out. Therefore came this new policy.

Here is a testimonial from an anonymous online merchant:

We had to change from a distributor that we were completely comfortable with to a distributor that has a reputation for bad service and stock and that has worse delivery conditions. Plus we have to pay 5% extra.

We think this is complete nonsense, considering this is the age of Internet. This is also completely against all most free trade rules. We would be interested in teaming up with other online merchants to see what we can do. Maybe together we have a chance [to negotiate a better policy]."

It is very obvious that WotC are doing everything they can to protect the interest of traditional brick and mortar stores. Their philosophy is that brick and mortar stores promote the games much better than online merchants since they usually have gaming space.

The impact of this policy change will be visible to online shoppers immediately. Expect prices or shipping rates to increase.

Thanks a lot to this merchant! Since we cannot disclose the merchant's identity, if you would like to team up with this merchant, please [email me](#) with the subject line "Relay - WotC New Policy". I will collect the emails and forward them to that merchant.

posted by *DG*

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- READ, THINK and PREVIEW before you post. Justify your comments with reasons.
- Absolutely no profanity, pornographic, personal attacks, indecent or violent materials.
- Avoid one sentence comments. Make your post worthwhile for others.
- Break long paragraphs into shorter paragraphs to increase readability.
- **Don't** say you are the first/second/third/whichever one to post.
- **NO deck postings! They should go to the Discussion Center.**

We reserve the rights to remove/edit any post we consider inappropriate. Thanks a lot for participating!

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