



DISTRIBUTOR FOCUSED

OptiFuse is a manufacturer and marketer of overcurrent and over-voltage protection devices. Founded in 2000, our company was born of the belief that you can't form lasting B2B partnerships without building relationships with the people involved. We set out to make the world a safer place by designing, manufacturing, and distributing quality circuit protection devices that our customers can trust. We're committed to earning that trust as we work to create enduring partnerships with our authorized distributors, whom we sell to exclusively.

Our customer-friendly benefits — including no minimum orders, no minimum inventory requirements and no POS reporting — have helped us develop one of the most loyal and productive distributor sales forces in the industry, with more than 500 distributor locations.

GROWTH MINDED

In 2014, after years of expansion, Inc. magazine included us in the Inc. 5000 Fastest-Growing Privately Held Companies in America for the first of eight consecutive years. Forbes recognized us three years later as one of the 25 Best Small Companies in America. Our continued growth allowed us to expand operations into international markets and form partnerships with e-commerce distributors. We also launched our new retail packaged product line to serve aftermarket customers.

2023 will be our third year making the Financial Times list of the Fastest Growing Companies in the Americas. We continue growing and offering a large and ever-expanding selection of circuit protection devices designed for use in automotive, electronics, industrial and other applications.

CONTACT US
TEL: (619) 593-5050

CUSTOMER SERVICE
Mon - Fri: 7:30am - 4:30pm PST

EMAIL US
sales@optifuse.com



BECOME A FRANCHISED DISTRIBUTOR

NO MINIMUM ORDER

OptiFuse's minimum order is "1 piece" allowing you to serve your customers without ordering unnecessary extra inventory.

NO STOCKING PACKAGING REQUIREMENTS

OptiFuse does not require its distributors to maintain any minimum inventory. Distributors understand their customers' needs and should not be forced to carry items that simply collect dust on the shelf.

DISTRIBUTOR SALES ONLY

OptiFuse is dedicated to their distribution channel and will not sell to any end-user or manufacturer (located in North America) on a direct basis. As a distributor, you will never fear having to directly compete with OptiFuse.

NO POS REPORTING

OptiFuse believes that Point of Sale (POS) is potentially dangerous to the well-being of the distributor. We believe that customers belong to the distributor and not to the manufacturer and therefore will only ask a distributor (in some circumstances) to provide sales information by state or zip code and never by customer name.

BOOK COST ADVANTAGE

OptiFuse tries to maintain an operation with lower overhead than most companies and therefore can pass savings on to our distributors in the form of lower book prices, which are typically 20-50% lower than that our competitors.

"MEET-COMP" PRICING

Even with lower book pricing, OptiFuse will make every attempt to meet the pricing of its competitors for large volume opportunities.

NO MASTER DISTRIBUTORS

OptiFuse does not force any distributor to purchase their products from any master distributors.

DESIGN REGISTRATION WITH COMMISSIONS FOR LOST SALES

OptiFuse allows its Franchised Distributors to register products for a specific customer. OptiFuse will create a special part number for the distributor registering the part. Should OptiFuse receive a RFQ from another distributor for the registered part, the price to the other distributor will be quoted 100% higher than the registered distributor's price. Should any purchase be made of the registered part by anyone other than the registering distributor, the registering distributor will receive a commission of 8% for that sale.



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