Philippe's Retail News: Return or Warranty? Your Customer Doesn't Know the Difference

November 18, 2026 · Philippe Jeanneau

"Who handles the warranty?"

It's one of the first questions new clients ask me. And the honest answer starts with: where does your customer live?

From my desk today

I was talking with a new client recently.

Like many others before him, he asked who handles warranties for the products Randmar distributes.

It's a fair question. And a slightly tricky one, because the rules in Quebec are not the same as in the rest of Canada.

But here's what I told him: the beauty of it is that Randmar is built to make this easy.

The retailer reality

Your customer doesn't think in terms of return policies, manufacturer warranties or consumer protection law.

They think: "It broke. I bought it here."

So they come back to you.

Sometimes that's a return, inside your store's return window. Sometimes it's a warranty claim, months later. To your customer, it's all the same thing.

For you, it isn't. And the part that worries most retailers isn't the customer at the counter. It's what happens next: finding the right person, at the right manufacturer, to get compensated for the product you just took back.

Multiply that by every brand you carry, and warranties quietly become a part-time job.

Behind the scenes at Randmar

Here's how I explained it to my new client.

Outside Quebec: the manufacturer is usually the first stop.

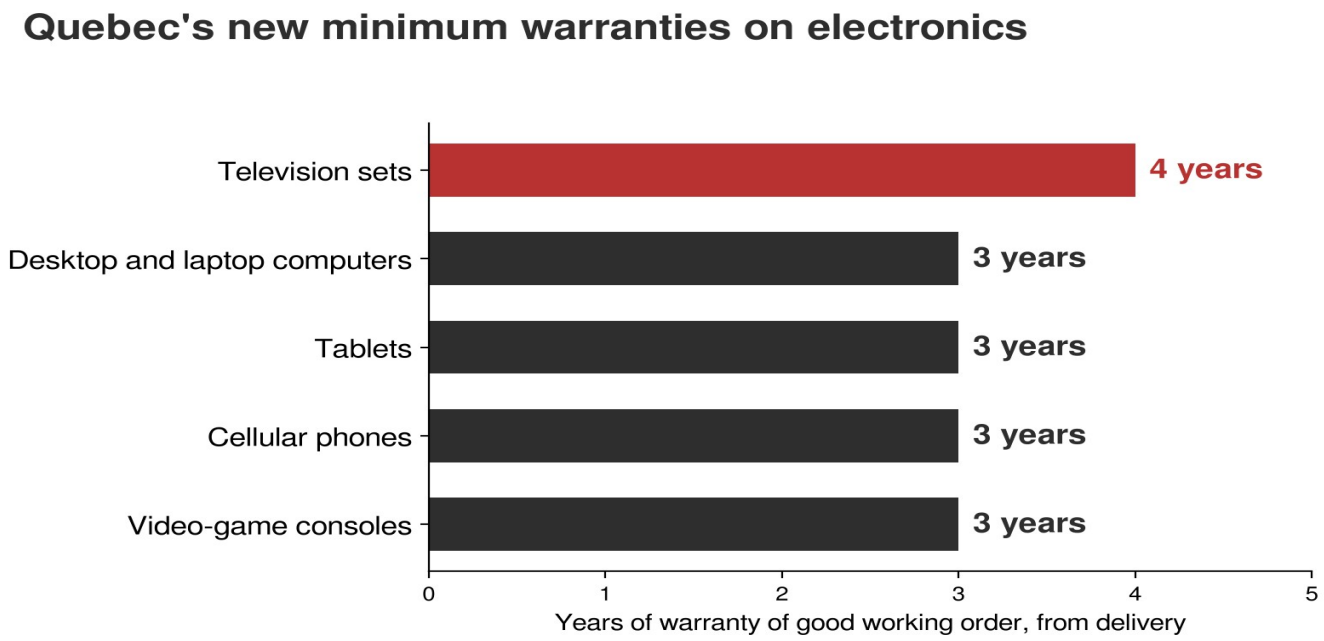
An end user who wants a repair, replacement or credit under warranty can typically go directly to the manufacturer of the product.

In Quebec: the customer can also come back to you.

In Quebec, customers can also return the product to the retailer. Under the Consumer Protection Act and the Civil Code of Québec, the retailer is obligated to support the warranty. The customer can choose to go to the merchant or to the manufacturer.

That's usually the part resellers are concerned about.

And as of October 5, 2026, Quebec added a new layer for some of the products many of you sell: a legal warranty of good working order, with minimum durations set by regulation.



Source: Regulation under Quebec's Consumer Protection Act, in force October 5, 2026.

Durations run from delivery. Appliances, air conditioners and heat pumps are also covered, for 5 to 6 years. Summary: Osler, Hoskin & Harcourt LLP.

What it means for you: in Quebec, the merchant and the manufacturer are both responsible for repairing these products free of charge during that period. Merchants also have to display the warranty duration near the advertised price, and give a prescribed notice about the legal warranty before offering an extended one.

I'm not a lawyer, and this isn't legal advice. If you sell in Quebec, check the details for your products with the Office de la protection du consommateur or your legal advisor.

One place for every manufacturer.

So how does Randmar make this easy?

The hard part of a warranty claim is rarely the customer. It's tracking down the right contact at each

manufacturer to get compensated.

With the Randmar portal, you can reach all of our manufacturing partners from your account, through a chat window, by email or by phone.

One login. Every brand we carry. A central place to deal with warranties, instead of a drawer full of business cards and a dozen different websites.

Three habits that make warranties painless

1. **Know which is which.** Your store's return window, the manufacturer's warranty and, in Quebec, the legal warranty are three different things. Make sure your team knows the difference.
2. **Set expectations at the counter.** Tell customers how warranty service works for the product they're buying. It saves a frustrating conversation later.
3. **Keep one source for contacts.** Use your Randmar account as your warranty directory, so nobody has to go hunting when a product comes back.

My real point

Your customer doesn't care who's responsible for the warranty.

They care that someone answers. Make it easy for that someone to be you.

Your quick win this week

Log into your Randmar account and find the warranty contacts for the three brands you sell most. If you sell in Quebec, also check that the new warranty durations are displayed near the prices of the electronics you carry.

Your turn

Who handles warranty questions in your store today, and how long does it take to get an answer?

Randmar. Your growth is our business.

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P.S. If you sell in Quebec and haven't looked at the October 5 rules yet, consider this your reminder.