

# GOVX

## BENCHMADE AND GOVX FORGE A CUTTING-EDGE PARTNERSHIP

PARTNER SUCCESS STORY



### SUMMARY

Benchmade, the iconic American knifemaker, has supported the service community since its founding over 35 years ago. Partnering with GOVX on verification, merchandising, and marketing allows Benchmade to bring world class knives at fantastic prices to the GOVX community through multiple channels. It's a win-win-win for Benchmade, GOVX, and most importantly, the 7+ million GOVX members who use Benchmade knives every day for work, play, and everything in between.



### A CLEAR PARTNERSHIP VISION GROUNDED IN SHARED VALUES

Benchmade and GOVX forged their deep partnership more than a decade ago. In the early years, GOVX.com featured mostly tactical knives, and thanks to Benchmade's well-deserved reputation, they sold well. As Benchmade continued to innovate and expand its product range, GOVX members showed keen interest in the new offerings as well; an important reminder that GOVX members don't wear uniforms 24/7. The incredibly diverse GOVX community has an equally diverse range of hobbies and interests, not to mention families and loved ones who also value quality knives. Fortunately, Benchmade has a knife for every application imaginable, and explosive sales to the GOVX community over the years resulted in GOVX being named Benchmade's FED/GOV Dealer of the Year in 2019. Since then, GOVX has sold as many knives as Benchmade can deliver!

# ABOUT BENCHMADE

Founded in 1987, Oregon-based Benchmade makes a wide range of world class knives to satisfy the most demanding customers, from chefs, hunters, and outdoor enthusiasts to military and first responders. Over the decades, Benchmade's continuous innovation, lifetime warranty, and free sharpening service has won them fierce loyalty from people who know knives and push them to their limit.



As the partnership evolved, Benchmade seized the opportunity to improve the profitability of their direct-to-consumer business by switching from a competing verification provider to GOVX ID, a low-friction solution that is both super easy to implement and a breeze for end users, with the vast majority successfully verifying in under a minute. Since GOVX ID is free of charge, Benchmade has no fees cutting into the discounts they can offer to the service community. This was just one of the factors contributing to Benchmade making the switch; marketing directly to the rapidly expanding GOVX community was another.

As GOVX continues to grow, partners have expressed increasing interest in marketing to the GOVX member base. While GOVX is naturally protective of the community and selective about granting marketing access, Benchmade's perfect customer demographic fit makes them an ideal Marketing Services partner. Outstanding program results to date prove that when you put meaningful offers in front of loyal, knowledgeable customers who value quality, success will follow.



Benchmade is proud to partner with GOVX. Our shared values and commitment to giving back to the deserving service community are a solid foundation upon which we have built a relationship that delivers true value to all parties, most importantly to the men and women who keep us safe every day.

**GREG HALL, SR. MILITARY,  
FEDERAL AND LE CHANNEL MANAGER**

## 2019 FED/GOV DEALER OF THE YEAR!

