



DEALER FAQ

Answers to the questions your customers and your staff ask most often, and how to handle the usual objections. Based on real customer conversations at L4 Performance.

01 Ordering and delivery

How do I order as a dealer?

Log in to your dealer account at l4performance.com/kantaasiakkaat.php (first time: use “Forgot password” with the email we have on file). Your dealer prices are shown automatically and you can order on invoice.

What is the lead time?

Products marked in stock ship the next working day. Everything else is made to order in Tampere, Finland; the current lead time is shown on each product page and in your dealer account. “1–3 business days” in the webstore is transit time after dispatch, not production time.

Can an order be changed after it is placed?

Yes, before production starts: colour, size, variant and address changes are free. Tell us the order number and the change. Additional items can be added to an open order and several orders can be combined into one shipment.

Can you customise?

Small changes (e.g. swimmer cut, loop velcro on the inner side, custom sizing) are usually possible — add a note to the order. Larger unit-specific configurations: contact us before ordering.

Which carrier do you use?

GLS. Parcels to the USA are handed over to FedEx for the last leg; the FedEx number is used for tracking. No shipping to APO addresses.

Who pays customs and import taxes?

Outside the EU the recipient pays their own country’s import duties and taxes. Inside the EU there are no customs. Customs codes, country of origin and weights for every variant are in the product data file.

02 Product questions

Are the products NIR-compliant?

Materials are NIR-compliant unless stated otherwise on the product page (for example the 50€ Plate Carrier is not NIR-rated).

Who can buy 3A ballistic products?

3A ballistic products and inserts can be delivered only to NATO countries. The buyer is responsible for local import rules.

Which plates fit the L4PC?

SAPI Medium or SAPI Large. Maritime L4PC rear plate bag: Medium fits SAPI M, Large fits SAPI L.

Is it compatible with Crye Precision?

Back panels, rear plate bag zippers, cummerbund rear attachment and harnesses follow the Crye Precision / L4 standard. Each product page lists exact compatibility — please check it rather than assuming.

Can the gear be used for fall arrest, helicopter restraint or climbing?

No. L4 Performance products are not certified or load-rated for life-safety use. Recommend certified equipment for those tasks.



Something arrived damaged or faulty — what now?

Send photos and the order number to info@l4performance.com. Manufacturing defects are replaced free of charge. Wear and accidental damage can be repaired at our workshop in Tampere.

03 Handling objections

“It’s more expensive than the big brands.”

Point to what the price buys: made in Finland in one building — design, laser cutting, sewing and inspection — with composite structures that carry load instead of just holding pouches. Then show the weight: in many categories the L4 version weighs a fraction of the standard one (see the weight comparison graphics in the media bank).

“Why so light — will it last?”

The weight comes from Curv Tactical composite and laminated fabrics, not from thinner material. The same products are in service with military and police units in NATO countries.

“I can’t wait for made-to-order.”

Check the in-stock items first — they ship the next working day. For the rest, quote the lead time from the product page honestly; customers accept a wait when they know it up front.

“I already own Crye / other gear.”

Good — most L4 products are built to work with it: back panels, cummerbunds, harness adapters and placards follow the common standards. The easiest first purchase is an upgrade part (Structural Shoulder Pads, Turtle Back Panel, Universal Harness Adapter) for the carrier they already have.

“Never heard of L4.”

Let them handle the product, then show the field images in the media bank. The products are chosen by professionals — that is the whole pitch.

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