

# Official Partner: our common route towards greater success

**FESTO**



There are lots of good reasons to become a Festo Official Partner. Find out the benefits of this partnership for you and your customers!

## **Becoming an Official Partner is a conscious choice**

Festo wants to increase its cooperation with best-in-class distributors who complement us. Do you think that could be you? Our intention is to work with you to develop and strengthen a very important sales channel and at the same time find new routes to even greater success.

To shape this new route, we have introduced a new seal of approval: Official Partner. This title is only awarded to those distributors who meet our demanding requirements for quality or who have the potential to do so and are prepared to meet our high standards for cooperation, product range, quality of advice, service, expertise, staff and image. Only then can the “Official Partner” agreement be signed. Being an Official Partner opens up new routes for you, such as a product range that also encompasses services and training courses that enable you to secure customers’ loyalty by offering them a one-stop shop.

So that we can achieve maximum success on the market together, we support you in a variety of ways. These include marketing at the POS or joint campaigns and materials as well as special terms for products, services or training courses of all kinds, engineering as part of 2nd level support, the selection of products for your stock and much more.

You benefit from the Festo brand that for decades has been a byword for innovation and quality made in Germany. We will gladly share our experience with you. There are many campaigns and marketing tools that are already in place, and that are easy to use and integrate into your marketing activities. All of these opportunities make us both more productive.

Let’s start a new success story together!

# Fundamental principles of our partnership

By signing the agreement, you will be certified as an Official Partner. This lays the foundation for a successful future.

## The goal is a long-term partnership

The family-owned company that is Festo has a strong interest in ongoing partnerships. Long-term business relationships are key to providing a safe and excellent investment that is forward-looking and that enables us to reach our common goals. The certificate confirms your status as an Official Partner of Festo. It is the seal of approval that indicates you are able to deliver high-quality automation solutions.

## The complete product world

The right product is always available – this is a promise you can make to your customers, also in the long term. Our products and spare parts are available worldwide. We provide you with specific product training so that as an Official Partner you are one step ahead of everyone else.

## Around the corner, around the world – around the clock

Our global presence around the clock ensures that your customers can get what they need, even if what they need is services. Particularly when it comes to after-sales service, your customers benefit from the combined expertise of two automation specialists.

## A strong brand

The Festo brand stands for security and trust in the best quality and this is what the Official Partner logo represents. It gives you a distinguishing feature and gives the customer peace of mind. Your company's inclusion on the national website of Festo companies shows your customers that you have made a strong commitment that is mutually beneficial.

## Four pillars – one pledge

Security, simplicity, efficiency and competency: these are the pillars on which the success of Festo is based. They make us the engineers of productivity. On the following pages, you will see the benefits of the four pillars for you as an Official Partner.



Esslingen,

Jürgen Norbistrath, Head of Global Distributor Business Development

Vertrags-Nr.



## Security – for you and your customers

A visible partnership, indicated by the Official Partner logo and certificate, is worth your while. Having a manufacturer and distributor working together in an official capacity signals to your customers that they will certainly benefit from this cooperation.

On our Support Portal, for example, you will find all the documents and data you need to offer your customers clear and precise advice. All our expertise amassed in one location.

The Festo core product range has been created for 80 per cent of all automation tasks. These products are quickly available and generally on their way to you within 24 hours or within 5 days for configurable products – worldwide.

In addition, you have access to the expertise of Festo. Our experts help you to build on your own competencies and, for example, help you to become more and more confident in selecting the right products, even for solutions in special industry segments.

**Safety@Festo:** Festo offers products and solutions for safety applications as per the EC Machinery Directive. On this subject, too, you can benefit from our wealth of experience and we can show you, for instance, how to evaluate safety categories and levels such as ATEX or SIL.

**Take advantage of this security!**



## Simplicity – in practice and in teamwork

Make the most of the promotional materials that are freely available to you as an Official Partner. We also support you with the creation of new material.

Thanks to maximum transparency, Festo makes it easy for you as an Official Partner to provide customers with sound advice. Providing the right information quickly and reliably is one of our main concerns when you represent our products and services to your customers. You will find that our Online Shop is easy to use, enabling you to give your customers definitive information about products, availability and price as well as provide quotations quickly. Shorter consultation times and a positive result keep your customers happy. The Support Portal consolidates knowledge in one location for you and your customers.

Having an ongoing relationship with the same contacts at Festo, creates trust and an understanding of your structures, strengths and challenges.

We also want to make ordering and procurement as easy as possible for you. The core product range provides you with a clearly structured portfolio for 80 per cent of all applications, with fast delivery included. And with our wide range of products you can put yourself forward as a one-stop shop for automation for your customers.

Zero errors! The Product Key prevents any confusion about products features so you and your customers are talking about the same thing – and so are we. It also greatly simplifies the reordering process for you and your customers.

**Take the easy route with us!**





## Efficiency – in every respect

Festo has already developed and marketed several efficient campaigns and marketing tools. They are up to date, can be easily transferred and promote the brand. You too can benefit from this. An example is the distributors catalogue. Its clear structure offers you quick access to our range and is therefore ideal for swiftly finding the right solution during a sales consultation.

With our engineering tools, you increase your sales as well as the satisfaction of your customers. Because the free tools help them to find the right product faster. Whenever these are updated, you will be notified. Our documentation makes the solutions reproducible for other systems while you know precisely which maintenance parts are required for which system. Another advantage is that CAD data can be downloaded in many languages.

Standardised products from the core product range make you more successful. They allow an informed product selection, reduced

warehousing, economies of scale and better discounts, time savings thanks to sound advice and processing in a well-known product segment. It will enable you to guide your customers quickly and easily, and enables you to always provide the right recommendation. The coordinated products help you to be masterful at cross-selling in order to generate higher sales. Last but not least, you secure your customers' loyalty by giving them the opportunity to use a one-stop shop: yours.

Expand your offering substantially with services – with expertise from Festo for the customer. This is a real door-opener and a first-class tool for customer retention, because you are always one step ahead of your competitors. Your customers can access these services without a time-consuming search for expertise as Festo is a leader in energy saving services for pneumatics, which generally promise a very fast return on investment. Or use these tools as an additional attractive offer for top customers.

### Aim for targeted efficiency!



## Competency – in all fields

Festo supports you with its expertise and experience, particularly for your target customers, so that you can always provide them with the best advice. Everything comes from a single source, allowing you to offer customers an appropriate solution, no matter what they need. From simple tasks to complex, customised applications – with Festo, you always have the right product or the right solution on hand. This will be advantageous for your customers!

Benefit from our competency in individual industry segments and strategically expand specific areas of activity to show your customers your level of professionalism in their sector. Our engineers help you with second level support.

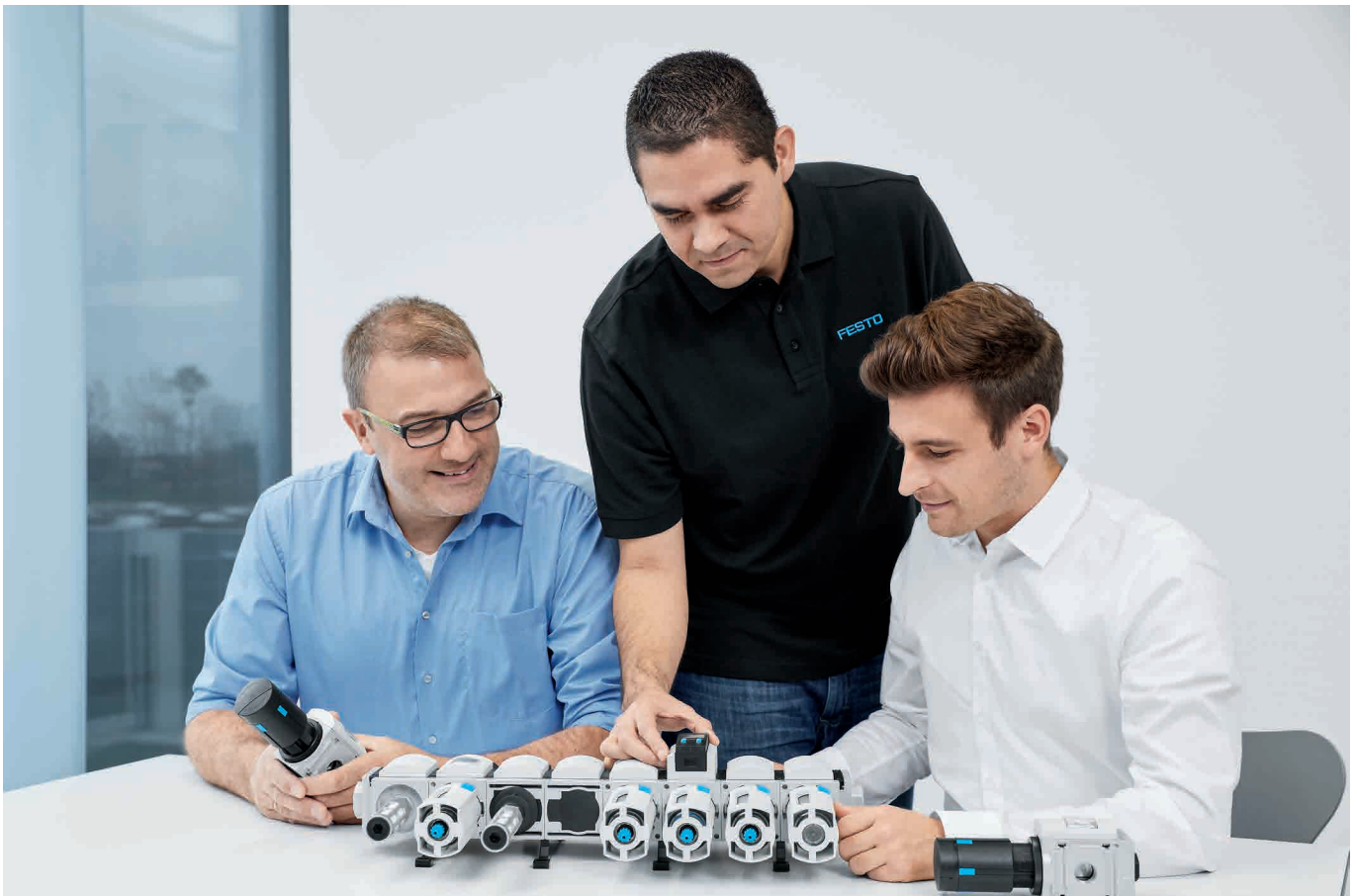
Use our services and training courses to expand your competencies and make sure that your employees are completely up to date.

Learn about the fast in-house information options such as web-based training courses or online tutorials. You can also share our workshops, website and web-based courses with your customers –

this will increase their loyalty to your business. You can ask us to come on site, for example to provide tailored, needs-based training. Or with the Expotainer, our exhibition vehicle. This brings the latest product innovations to your customers and is bound to generate interesting discussions. It also enables you to show what you can contribute in terms of automation to your customers' competitiveness.

With the Festo Didactic training programme you can target new areas of activity and offer your customers the most up-to-date training courses. Whether the need is for product training or training on topics such as fieldbuses and machine safety, the courses give you an in-depth insight into your customers' production practices that you can use for customised offerings.

**Let's combine our competencies for greater success!**



## **Official Partner – a new era of cooperation**

Together we're stronger.  
Let's make our partnership a success!

You offer our innovative products.  
You provide your customers with expert advice.  
We work together to win together.

**→ WE ARE THE ENGINEERS  
OF PRODUCTIVITY.**