

Weber Packaging Solutions

Advanced Reseller Partner Proposal

Weber

PACKAGING SOLUTIONS

Weber Packaging Solutions

Mission Statement

Weber Packaging Solutions will deliver on time high quality labelling products guaranteed to meet or exceed our customer's expectations.

INTRODUCTION:

In a crowded labeling and coding market, you need to be sure your Equipment supplier delivers consistent quality, reliability and value. At Weber, these have been our guiding principles for over 70 years.

We are one of the world's longest established labelling companies with an unrivalled knowledge and understanding of the industry and the markets we serve.

Over the years Weber has played an influential role in the continuing developments of our industry, particularly since the arrival of the computer age. Our proactive Product Development Programme means Weber products always feature the latest, leading-edge technology.

How can Weber Packaging Solutions assist you in your business?
Weber Packaging Solutions supply own OEM equipment into resellers but at a discounted price against list. Discounts will be agreed with each Integrator depending on the needs of the application. All our equipment is provided with a full warranty on all OEM equipment, by negotiation this can be extended.

We offer a full Technical and Support Team able to advise and assist on design and installation.

Our Software Team is able to work with you to help provide a trouble free operation.

Our Technical Team will be happy to discuss any existing Printer Applicator or Label Application projects you have.

Advanced Partner Benefit Proposal:

Weber as a company strives to ensure all our resellers receive the maximum amount of support when it comes to a labelling or coding application. We believe that this support can provide the following benefits to you as the reseller / partner:

- Adds value to your client relationships
- Builds client loyalty
- Provides an excellent additional revenue source
- Provides a known prospect for potential additional printers or upgrades
- Gives peace of mind when service problems occur
- Provides a means of growing revenue by offering your clients additional services from the Weber Marking Systems portfolio
- Helps improve gross margins in both the short and long term

The most successful relationships we have grown in the past are where we have assisted resellers / partners directly to grow their business, and so we would like to offer the following assistance to your business:

- Business Review and assistance in formulating a revised Business Plan in line with our own Business Plan
- Current Customer Review to evaluate additional revenue opportunities
- Analysis of current Target Markets and identification of suitable additional Target Markets to create revenue opportunities
- Product Training / Sales Training for your sales team at any of our Weber facilities throughout Europe
- Detailed overview of Weber Products and ancillary service and software support products.
- Assistance in formulating a marketing plan in line with our own Marketing Plan, assistance in development of PR and Awareness Campaign
- Product Branding Assistance: Personalised Literature, Website Content, and assistance in compiling web content
- Product Promotion Assistance where we can assist with promotional material and promotion pricing. We can share company promotions with your company to increase sales on a specific product
- Advanced Training for your technical team to establish the correct product for a particular application or direct assistance where applicable

We are confident that with the additional support from Weber Packaging Solutions that we can grow your business and create significant opportunities for you to explore further.