



SCHMIDT  
HAENSCH



Working as a  
**SCHMIDT+HAENSCH**  
Authorized Distribution Partner

# WORKING IN PARTNERSHIP

Being part of the SCHMIDT+HAENSCH network represents an outstanding opportunity for our Authorised Distribution Partners worldwide, who benefit from our industry and application knowledge and expertise as well as significant R&D investment to continuously deliver world class measuring solutions, backed by highly talented people.

We believe in the strength of our global sales and service partnerships to offer the optimum customer experience time after time. SCHMIDT+HAENSCH is committed to the continued support and strengthening of relationships with our valued distribution partners and look forward to joint growth and business development.

*“SCHMIDT+HAENSCH’s rich history of innovation, technology & engineering, and proven consultative processes provides customers with unparalleled knowledge, resources & solutions, driven by our core competencies. We are certain that the combination of ours and our distribution partners respective expertise and wide experience will further strengthen our measurement instrument portfolio and our service support delivery in every area for our customers.”*

**Mathis Kuchejda, CEO, Schmidt + Haensch GmbH & Co.**



# GLOBAL COVERAGE AND CAPABILITY



SCHMIDT+HAENSCH is a global leader in precision measurement technology. A major element to our competitive strength is a global sales and distribution strategy, anchored by the strongest local distributors. Our unified sales and service force enables us to help our customers worldwide, integrating our technology in productions and laboratories, and helping customers to enhance the value that their staff and facilities add to their business.



## WORLD EXPERTS IN MEASURING TECHNOLOGY

- 160 years of experience, combining tradition with innovation
- Over 90 authorized distribution partners
- Business in over 120 countries
- Over 1,000,000 devices installed worldwide
- Global leader in laboratory and process instruments
- Inventor of sugar analysis technology
- Technology built from the intimate knowledge of having produced for over 120 countries

# SCHMIDT + HAENSCH

## WORLD-CLASS DISTRIBUTORS

### – ADDRESSING BUSINESS NEEDS



#### LEARN ABOUT TRENDS IN THE INDUSTRY, TECHNOLOGICAL INNOVATION AND APPLICATION OPPORTUNITIES

SCHMIDT+HAENSCH is a known and proven worldwide business, built on the solid reputation and rich history with 160 years of experience. Partnering with SCHMIDT+HAENSCH allows you to collaborate with a market specialist to deliver the industry's most innovative and trusted solution portfolio.

#### PILLARS OF COLLABORATION

##### **As an authorized distribution partner you will receive:**

- Leads and requests for your country or region from our Head Office in Germany
- Increased brand visibility through an official listing as authorized distributor on the SCHMIDT+HAENSCH website, social media, trade shows, various online B2B market platforms and general communications
- Extensive marketing material
- Product training (Sales and Service) for the SCHMIDT+HAENSCH instrument portfolio
- Technology and software solution training
- Updates on technological novelties
- Monthly trainings to stay on top of trends and applications as well as new business opportunities within different markets in your country
- High margin for sales and service

**And most importantly: You will be part of a family like, dynamic and highly responsive team!**

##### **As an authorized distributors you will have to provide:**

- Personnel capacity or in-house product managers for S+H products and service
- A competent service technician for your local area
- A network of professionals relevant to our target industries such as pharma, chemical industry, sugar and food & beverage in general
- Sales support for S+H instruments in their defined market  
Quarterly reports in form of application specific sales funnel updates
- A web-presence with listing and hyperlink of the SCHMIDT+HAENSCH products and brand
- An online and offline marketing plan for your SCHMIDT+HAENSCH sales activities
- Sales support via online B2B platforms



# A **GLOBAL** NETWORK OF **BEST-IN-CLASS** DISTRIBUTION **PARTNERS**

## **STRENGTH THROUGH PARTNERSHIP**

SCHMIDT+HAENSCH places significant value on the relationships we have with our Distribution Partners – we are committed to continuing to build a world-class, market-leading network with mutual objectives and goals.

## **STRENGTH THROUGH SPECIALISATION**

Our Distribution Partners each bring unique skills and knowledge to our end customers across the world. We will continue to optimize the individual value of each Distribution Partner, enabling us to bring local expertise to our global network.

## **STRENGTH THROUGH SUPPORT**

We offer streamlined business processes and a Business Partner Program to ensure we deliver outstanding support at every stage of the sales process and beyond. We want our support network to be second to none as they take our solutions to market.

*“The world is getting smaller thanks to digitalization and working with people in a family-owned business like ours, our distributors and clients become friends!”*

**Philipp Neumann, Head of international Sales, SCHMIDT + HAENSCH**

# THE AUTHORISED DISTRIBUTION **PARTNER** **SUPPORT PROGRAM**



**We want to clearly demonstrate the practical, day-to-day operational support that we are committed to bringing to our Distribution Partners globally. These are some of the essential elements that underpin our success as we build on our relationships and help make you successful in supporting our end users, through continuous communication, development and collaboration.**

This program supports SCHMIDT+HAENSCH Accredited Distribution Partners who hold a valid distribution agreement.



# CREATING A MARKET LEADING NETWORK OF PROFESSIONAL PARTNERS



The elements of the SCHMIDT+HAENSCH Distribution Partner Program have been designed to provide technical, sales, administrative and related support. Our mission is to help make you increasingly successful at marketing and selling our solutions as well as to grow your own business.

## SCHMIDT+HAENSCH ACCREDITATION

We believe that Partnership is valuable and, therefore, as part of any agreement between us, we want to recognize that value through formally accrediting our specialist Distribution Partners.

## CONTINUOUS TRAINING AND DEVELOPMENT

This is an integral part of building our quality network and we will continue to provide materials, on-line content and one-to-one assistance to grow the knowledge and expertise within your organization.

## ONE TO ONE ACCOUNT MANAGEMENT

Strong relationships are central to our mutual success and we remain committed to providing dedicated professional support on all Distribution Partner accounts.

## ACCESS TO THE PARTNER PORTAL EXTRANET

Fully accredited SCHMIDT+HAENSCH Distribution Partners receive real-time access to product literature, sales tools, news, account information and more through the Partner Portal.

## MARKETING MATERIALS AND RESOURCES

We are committed to reducing the cost of going to market by providing designs, artwork files, imagery, graphics and targeted sales promotions and incentives, without cost, to all our Accredited Partners.

## THOUGHT LEADERSHIP/ INDUSTRY CONTENT

We help Distribution Partners position their market leading solutions through access to technical and business insights and use of materials from our customer facing publications.

*“Through working together and cultivating a family-like atmosphere we have achieved synergies that have led to mutual sustained growth.”*

– Jana-Maria Lietzmann, SCHMIDT+HAENSCH Sales

*“We see our fully accredited partners as central to our continued market leading position.”*

– Yusuf Kamat, SCHMIDT+HAENSCH Sales

For Applications to the OFFICAL SCHMIDT+HAENSCH DISTRIBUTOR PROGRAM, please send an email to [sales@schmidt-haensch.de](mailto:sales@schmidt-haensch.de) with the subject matter "Application Distributor Program"

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