

Weber

PACKAGING SOLUTIONS

Partner Programme 2015



Contents

Programme Overview3

Eligibility Criteria3

 Member benefits4

 VPP Profile.....4

Membership Categories.....5

Details of membership categories5

 Gold Valued Partner.....5

 Platinum Valued Partner.....5

Weber system capabilities6

Contact Us.....6

Weber Locations Worldwide - Labels Around the Globe7

Programme Overview

The Weber Labelling and Solutions Valued Partner Programme (VPP) has been designed to be easy to understand and implement. Programme guidelines are not intended to be restrictive but rather to ensure programme integrity. Weber will be responsible for monitoring VPP companies and resale activities within the industry to ensure compliance; those companies found to be operating outside the programme may have membership revoked. This programme has been designed to satisfy specific needs of the Automation and Labelling market in the UK & Ireland. This market has reached maturity with well educated and knowledgeable end users and well established local distribution channels and an overall acceptance that implementation of Automated Labelling systems and associated technologies leads to improved business performance. The Valued Partner Programme categorises Weber Labelling and Solutions resellers according to the level of service provided before, during and after the sale of a Weber labelling solution to the end user. The process serves to recognise resellers according to the value added to the sale of Weber products. The categorisation will further allow Weber to provide enhanced financial and sales support to Weber customers, thereby motivating continued investment in Weber labelling solutions.

Eligibility Criteria

The eligibility criteria and programme requirements vary according to the level of certification, which in turn is based upon the resellers expertise and market engagement. As Gold Valued Partners progress to the next level they receive incremental support based on their increased participation in the programme. Platinum Valued Partners, for example, must meet the most rigorous requirements and in return are rewarded with access to the highest level of sales support that the Valued Partner Programme offers. The Weber Labelling and Solutions Valued Partner Programme (VPP) has been designed to be easy to understand and implement. Programme guidelines are not intended to be restrictive but rather to ensure programme integrity. Weber will be responsible for monitoring VPP companies and resale activities within the industry to ensure compliance; those companies found to be operating outside the programme may have membership revoked. This programme has been designed to satisfy specific needs of the Automation and Labelling market in the UK & Ireland. This market has reached

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Member benefits

- Exclusive benefits to partner members
- Delivers a consistent channel structure with pricing based on business models
- Discounted pricing based on defined partner categories
- Building customer loyalty
- Enables members to sell more efficiently and increase revenue
- Assist in offering comprehensive solutions to customers
- Develop new programmes to grow our mutual business
- Build experience in vertical market development capability in specific customised solutions
- Comprehensive training in complete solutions

VPP Profile

To gain entry into the VPP, qualifying companies are assigned a partner category based on a profile which provides Weber Labelling and Solutions important information on an applicants business model and other requirements Completion of the VPP profile includes submission of current company information which includes key contacts with the organisation, its business model and key markets or products supported This profile is required in order to participate in the Weber Valued Partner programme and must be updated during regular scheduled review meetings with a Weber account manager. Weber will use the information contained in the VPP profile to determine the membership category, appropriate lead distribution, member benefits, marketing campaigns and other programme details.

Membership Categories

Upon completion of a VPP profile, companies accepted into Weber VPP are classified into two categories, Gold Valued Partner, and Platinum Valued Partner.

Companies are assessed for the relevant category based on their go-to-market business model. The reseller business model is assessed via web resources, profile information and sales practices.

Details of membership categories

Gold Valued Partner

- Has sufficient in-country inventories to support high-service levels
- Can generate customer enquiries and sales leads through focused marketing and sales activities
- Value proposition based on good product knowledge and solution based capabilities
- No minimum purchase of Weber products is required

Platinum Valued Partner

Requires all of the above plus:-

- Addresses horizontal application markets covering a fairly broad range of industry markets
- Specialises in cross-industry application or integration solutions and has the ability to consult and/or provide professional services for implementation
- Requires annual Weber sales of €100,000
- May sell/supply consumables and media as an ongoing process
- Offers significant after-sales professional services and technical support

Weber system capabilities

Affordable Alternatives for High-Speed Labelling These sturdy, self-contained units combine a high-density thermal/thermal-transfer label printer with an automatic label applicator to simultaneously print and apply pressure-sensitive labels to the tops, bottoms or sides of products right along the conveyor line.

The major benefits of print-apply systems include their ability to:

- Eliminate the expense and inconvenience of pre-printed labels
- Eliminate label obsolescence
- Reduce labour costs
- Provide faster, more precise labelling
- Automatically print, encode and apply RFID smart labels

Standard features of Weber's printer-applicators include:

- Flexible print engine selection (Zebra, Datamax and Sato units)
- Speeds programmable up to 40cm per second
- High-quality printing of bar codes, text and graphics
- Tamp-blow, air-blow methods of application; twin-tamp, swing-tamp, corner-wrap also available
- Consistent placement accuracy of up to $\pm 0.75\text{mm}$

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Weber Locations Worldwide - Labels Around the Globe

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