

A German distributor for electronics manufacturing equipment seeks additional suppliers under distribution service agreements

Country of Origin: Germany

Reference Number: BRDE20200220001

Publication Date: 24 February 2020

Summary

A German distributor with more than 20 years market experience is looking for additional products to add to its portfolio under distribution services agreements. The distributor's current focus is on electronics manufacturing industry, other industries are also possible.

Description

The German company was founded in 1996 and since then has specialized in distribution of diverse electronics manufacturing equipment. The company wants to expand its current product portfolio which comprises e.g. IC (integrated circuits) programming systems, tape & reel systems and material, test systems for PCBs (printed circuit boards) and electronic components (based on analogue signature analysis), and more. Possible products could be e.g. camera systems, microscopes, other testing systems at all. There is no interest in non-specific equipment and accessories as smart phones, computers, cleaning products etc.

Besides sales the company also provides the related service and support for all equipment being sold, as the focus is always on customer satisfaction and high value. The company sells industrial products to business customers (B2B) only, not to consumers. The market focus is Europe with special focus on Germany, Austria and Switzerland; there are also established partnerships with distributor companies in other European countries.

The German company is looking for manufacturers who seek a reliable, long-term distribution partner to sell and support their B2B products within Germany or / and Europe (under distribution services agreements).

Advantages and Innovations

More than 20 years of market experience

Well established distribution channels, especially in Germany, Austria and Switzerland

Interested in expanding product portfolio

Trained technicians

Expertise sought

The products must meet all relevant European standards.

Stage Of Development

Already on the market

Requested partner

Manufacturers of B2B industrial products who search for a distribution partner in Germany or / and Europe. Possible products could be e.g. microscopes, other testing systems, etc. There is no interest in consumer goods and accessories as smart phones, computers, etc.

English or German as the language of communication is a prerequisite, as well as the willingness to train the company's technicians in the use of the products manufactured by the partner. It would be desirable to provide marketing material, but this is not mandatory.