



FLOWTRONIX (FT)



PERSONAL PROTECTIVE EQUIPMENT (PPE)

Enhance your company's expertise, value-add, and opportunities by joining the FLOWTRONIX (FT) Channel Trading Partner Program



Whether you provide products, services, or solutions, a partnership with **FLOWTRONIX (FT)** is a major step forward in ensuring your continued business success.

The **Channel Partner Program** is the framework that broadens trading relationship of FT and its CTP across multiple product lines, and "core lines" within the product range.

The benefits to a partner are:

- Co-Marketing Resources
- Incentives
- Services
- Financing (Credit Support)
- Promotions
- Support



Credibility



Established Partnership



Trainings and Credentials



Value-add



Sustainable Growth



Enhance Profitability



Broaden Network



Expertise

Working with FT helps partners build their expertise. The number and type of "core lines" you work with determines your relationship level, although not all traders are promoted to expand their core lines.

"Core Lines" are expanded to those who work in specialized markets or even in general business, it aims to setup a customer centered relationship with competitive prices, attractive retail display options and a commitment to timely service and support.

Specializations and Trainings to our CTPs on these products are updated as needed to reflect our ongoing commitment to the most current product supply and their training.

Trainings are provided to help define the activities needed to successfully market and sell FT supplied safety solutions. CTP partners can strengthen customer relationships and enhance profitability by implementing processes specific to their "Core Lines".

BY BECOMING FT CHANNEL TRADING PARTNER YOU CAN:



GAIN CREDIBILITY	ACQUIRE TRAININGS AND CREDENTIALS	CATCH THE MOMENTUM	REAP REWARDS	STRENGTHEN YOUR RELATIONSHIP WITH FT AND ITS SALES ORGANIZATIONS
Capitalize on FT brands, which command recognition and respect in the marketplace.	Market your expertise as a competitive differentiator to customers.	Join the value-add partner program that is setting the pace in the industry.	Team with the best to add value for customers and drive growth and profitability with FT.	Position your company to take advantage of more sales opportunities than ever before.

The CTP Program is aimed as an invitation-only program. To participate in the CTP Program, partners must already possess relevant job/industry/market credentials.

CTP CORE LINES

Core Lines are expanded to those who work in specialized markets or even in general business, its aim to setup a customer centered relationship with competitive prices, attractive retail display options and a commitment to timely service and support.

BELOW ARE THE EIGHTEEN (18) BRANDS UNDER THE CTP CORE LINES:



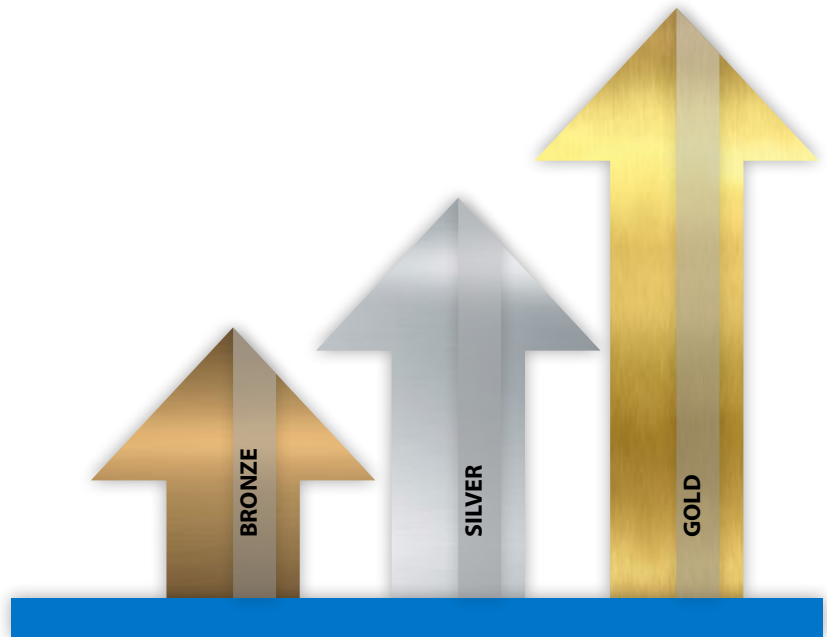
CTP CORE LINE LADDER

CTP members are entitled to climb the Core Line Ladder founded on the relationship level and their ability to sell diversified portfolio of FT core lines. CTP distributors are assigned with specific core lines in line with the type of market they serve. Each CTP partner has the opportunity to climb the Core Line Ladder depending on their efficiency to manage and sell the core lines entrusted to them. Advancement on the Core Line Ladder is an advancement to greater sale and product portfolio opportunity.

CTP STRATEGIC LADDER: LEVEL OF BUSINESS RELATIONSHIP WITH FT

Each CTP partner is qualified to climb the strategic ladder based on the relationship level with Flowtronix and sale effectivity. CTP members will start as Bronze member which serve as the first handshake of our business endeavour. Through this step the CTP distributor are entitled with the exciting programs of FT that aims to develop the company's expertise that demonstrate global competitive standards.

CTP Bronze members will advance on the strategic ladder up to the Silver or Gold member criterion as they advance on selling the FT core lines. Advancement on the strategic ladder means more sales opportunities, additional benefits and rewards, and trainings that define activities for successful business and profitability.



Progress in the strategic ladder shows the strong business ties of CTP members with FT. Both parties must share the same business principles and standards that aims to customer centered relationship and satisfaction. CTP members that progress in the strategic ladder were entitled for more benefits, rewards and programs.

CTP TRAININGS AND SEMINARS

Training in FT Core Lines are required to help define the activities needed to successfully market and sell FT supplied safety solutions. Through this approach, CTP partners can strengthen their customer relationships and enhance profitability by implementing proven processes for specific core lines.

The trainings and seminars offered to CTP members includes:

- Channel Trading Partner Program 101
- FT Core Lines
- Introduction to FT and its Product Line
- Training for any latest FT PPE core line products

YOU'RE NOT JUST BUYING SAFETY PRODUCTS

FT offers CTP Tool Kits to help its distributors to build their expertise and to ensure the continued success of business. This tool kits are designed to implement stronger marketing campaigns and strategies to successfully market and sell the product line, core lines and services.

CTP Tool kit includes:

- Marketing Collaterals such as print media advertising, catalogues, brochures and leaflets to support sales of the product.
- E-marketing collaterals such as newsletters, article data sheets (ADS), presentations, electronic brochures, catalogues and email campaigns.
- FLOWTRONIX (FT) Point-of-Purchase Displays: Extra sales tools given to retailers to boost sales.
- Marketing giveaways to promote the product.
- Trade shows, presentations, trainings and seminars participations

E-MARKETING



E-marketing collaterals such as Newsletters, Article Data Sheets (ADS), Presentations, Electronic Brochures, Catalogs, and Email Campaigns.

PRINT MEDIA



Marketing Collaterals such as Print Media Advertising, Catalogs, Brochures, and Leaflets to support sales of the products.

POP DISPLAY AND GIVEAWAYS



Point-of-Purchase Displays and Freebies as extra sales tools given to retailers to boost sales and promote products.

TRADE SHOWS, TRAININGS AND SEMINARS



Flowtronix (FT) participates in different trade shows and conducts free trainings and seminars to build product awareness and information.

HOW CAN I JOIN THE CTP?



1. CALL OUR CTP REP



2. FILL UP & SUBMIT YOUR QUALIFICATION FORMS



3. MANAGEMENT REVIEW OF QUALIFICATION FORMS



4. APPROVAL & ISSUANCE OF CTP CERTIFICATE

JOIN OUR GROWING FT TEAM

HEAD OFFICES

ABU DHABI

P.O. Box: 5526, Abu Dhabi, U.A.E.
9th Floor, C54 Building, Delma Street
E-mail: ft.auh@flowtronix.com
Tel: +971-2-6919600
Fax: +971-2-6919699

JEBEL ALI, DUBAI

P.O. Box: 17154, JAFZA, Dubai, U.A.E.
E-mail: ft.ja@flowtronix.com
Tel: +971-4-8806650
Fax: +971-4-8806651

FT REGIONAL OFFICES

MUSSAFFAH - ABU DHABI

P.O. Box: 5526,
Abu Dhabi, U.A.E.
E-mail: ft.musaffah@flowtronix.com
Tel: +971-2-5542263
Fax: +971-2-5554650

AL QUOZ, DUBAI

P.O. Box: 37200, Al Quoz, Dubai, U.A.E.
E-mail: 4s.dxb@flowtronix.com
Tel: +971-4-3400780
Fax: +971-4-3400781

RAS AL-KHAIMAH

P.O. Box: 50004,
RAK Free Trade Zone, U.A.E.
E-mail: ft.auh@flowtronix.com
Tel: +971-2-6919600
Fax: +971-2-6919699

DOHA, QATAR

P.O. Box: 30939, Doha, Qatar
E-mail: ft.ja@flowtronix.com
Tel: +971-4-8806650
Fax: +971-4-8806651



SAFETY FIRST

AT EVERY WORKPLACE



FLOWTRONIX (FT)
P.O. Box: 17154, Jebel Ali - JAFZA,
Dubai, United Arab Emirates
Tel: +971-4-8806650
Fax: +971-4-8806651
E-mail: ft.ja@flowtronix.com



Follow Us and Stay Updated



www.flowtronix.com