



GEVACRIL ACRYLICS - Distribution Policy

GEVACRIL® ACRYLICS *Distribution Policy*

- **Gevacril®** is committed to serve local markets through local *Distributors* and not to deliver end customers directly.
- **Gevacril®** wants to cooperate with *Distributors*, act in concert, develop business and increase the market shares with them.
- **Gevacril®** considers *Distribution Policy* to be mutual. **Gevacril®** and *Distributors* should find a compromise to approach the market and to guarantee a benefit to each partner.
- **Gevacril®** will find and name *Distributors* in regions where **Gevacril®** is not yet situated.
- **Gevacril®** reserves to choose only one or a suitable number of *Distributors* in a region where **Gevacril®** trades goods.
- **Gevacril®** will provide *Distributors* with marketing and sales aids including technical support, technical literature and samples.
- **Gevacril®** could require an inventory commitment from the *Distributors*.
- *Distributors* should support the need of **Gevacril®** for specific feedback on the market situation.
- *Distributors* will maintain a proper warehouse and a clean inventory. The sales facilities shall be modern.
- *Distributors* will employ trained sales people dedicated to the **Gevacril®** product line. **Gevacril®** will support – if requested – with dedicated trainings.
- *Distributors* commit to promote the brand of **Gevacril®** and increase the market shares.
- This *Distribution Policy*, the trading and the marketing areas, the engagement with **Gevacril®** and its products should be communicated clearly by the *Distributors* to the end users.

„Our customers ask us to be a global supplier able to integrate in the supply chain not only with constant high quality and high competitive prices but also with excellent service and flexibility. A distributor has to count on a reliable supplier in order to optimize its sales, that is why we focus on quality standards, service and competence: this is the only way to strive a long-term business relationship.“

Valerio Cattaneo, CEO

GEVACRIL® ACRYLICS *Plastics Distributors*

- Treat acrylic & polycarbonate products and the brand of **Gevacril®** as strategic.
- Purchase and keep enough stock levels of **Gevacril®** items.
- Sell also small quantities to the local market.
- Sell primarily the **Gevacril®** brand.
- Balance **Gevacril®** invoices on time.