

The Nederman advantage

✓ True partnership

When you join us you enter a real partnership. We believe in working together and that by supporting each other we will be able to create a great future for both of us. As in all partnerships it includes benefits, expectations and hard work.

✓ Well known brand

Our strong brand creates increased lead generation and sales and also builds strong and sustainable customer relations. Nederman have strong positions in most countries all over the world.

✓ Product development

For more than 70 years Nederman has been supplying innovative and high quality products and solutions. We continue to develop our products, brand and market position so that it is modern, relevant and in line with customer needs.

✓ From products to service

Nederman has a large portfolio of products, solutions and services capable of satisfying a wide variety of customer demands. Whilst our products are amongst the most durable in their market, offering quality with low total cost of ownership, we appreciate the need for rapid spares availability when the need arises.

✓ Experienced and knowledgeable

Nederman has a long history in providing products and solutions for filtering, cleaning and recycling. We know and understand the needs and challenges in your industry.

As a Nederman partner you get access to it all

We believe in

- Openness
- Trust
- Ease of doing business
- Shared mutually beneficial goals

A leading environmental technology company that puts the customer first

The Nederman Group is a world-leading supplier and developer of products and solutions within the environmental technology sector. We filter, clean and recycle in demanding environments.

Nederman's products and solutions contribute to improve your production economics, reduce the strain on the environment from industrial processes, and protect your employees from harmful dust and particles, fibres, gas, welding fume and smoke, vehicle exhaust and oil mist.

Nederman develops and produces in its own manufacturing and assembly units in Europe, North America and Asia. The Group is listed on Nasdaq Stockholm.



Nederman Channel Partner Program

Accelerate your sales and market offer

Nederman

Nederman



Empower your business potential

By working closely together, we at Nederman believe we both can achieve more. It's a true partnership of trust, commitment and of actively supporting each other. We believe that by helping others to win, we increase the opportunity of a bright future for both of us.

When you join the Nederman Channel Partner Program, you receive a set of benefits that can help you increase sales and save time and money while you strengthen your capabilities, better serve customers and build connections to reach full business potential.

All supported by the Nederman brand and reputation as a global leader in supplying products and solutions that filter, clean and recycle in demanding environments.

Multiply your potential

Join forces with Nederman



Partnership benefits

The Nederman Channel Partner Program is designed to help resellers and distributors accelerate their sales and profitability.

When you join the Nederman Channel Partner Program, you receive a set of benefits that can help you increase sales and save time and money while you strengthen your capabilities, better serve customers and build connections to reach full business potential.

Gold and Silver advantages

We offer three levels of partnership designed to create mutual success. If you fit our business plan, joining the Bronze level is relatively easy. Gold and Silver is where the real partnership and benefit begins.

Gold and Silver Partners have proven their capacity to actively sell and integrate Nederman products. They are also willing to invest in the relationship in order to create mutual success and business opportunities.

At Nederman we value and reward this long term commitment with extended and exclusive advantages.

Dedicated Partner Development

- Single point of contact
- Joint business planning
- Support for end customer visits
- Lead forwarding (Gold)

Joint marketing activities

- Extra discounted not for sale demo equipment
- Access to our spring, summer and fall campaigns
- Listed on Nederman web "where to buy" (Gold)
- Pictures, texts etc for market campaign creation

Training

- On-site training
- On-line training
- Sales meeting information
- Product launches



Partnership benefits

	Gold partner	Silver partner	Bronze partner
Dedicated Nederman Partner Development Manager	✓	✓	
Access to Nederman Partner pages (extranet)	✓		
Access to training	✓	✓	On-line
Listing on Nederman web site "where to buy"	✓		
Nederman Partner Network logo	Gold logo	Silver logo	
Partner campaigns	✓	✓	
Lead forwarding (Nederman Business Lead Transfer Program)	✓		
Commercial field support	✓	✓	
Discounted Not For Sale (NFS) demo equipment (limited)	✓	✓	
Participation in Nederman partner events ¹⁾	✓		
Use of Nederman Experience Center for End Customer event opportunities ¹⁾	✓	✓	
Discount level	High	Medium	Low

¹⁾ where available. May vary depending on location.

Partnership requirements

	Gold partner	Silver partner	Bronze partner
Partnership Manager appointed (one main contact person)	✓	✓	✓
Non competing brands	✓		
Visible core products in showroom/shop or keeping products in stock	✓		
Actively promote Nederman	✓	✓	
Annual business plan	✓		
Participate in product training/year	✓	Recommended	
Agree with Nederman values and code of conduct	✓	✓	✓
Non-Disclosure Agreement (NDA)	✓	✓	

Yearly expected sales volume is set on each Partner Level.