

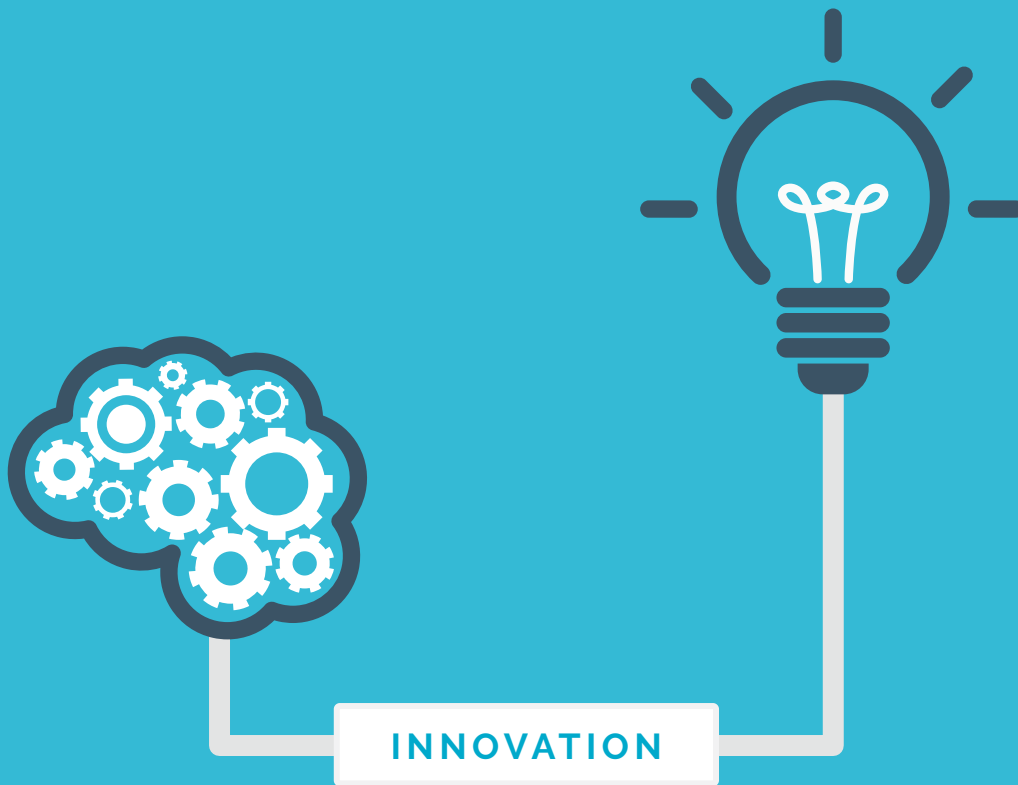


# LET'S GROW TOGETHER

ITRAM PARTNERSHIP PROGRAM

# R & D

OUR DNA



**R&D is the foundation of Itram.**

We are a highly-specialised company, committed to research and innovation in all of our products

# Laboratori I+D+i

Dra. Dora Salas

## Become a PARTNER

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# COMPANY



## What we are looking for?

Branches, partners and distributors at a national and international level. With a logistics and administrative infrastructure and a sales team with technical preparation.

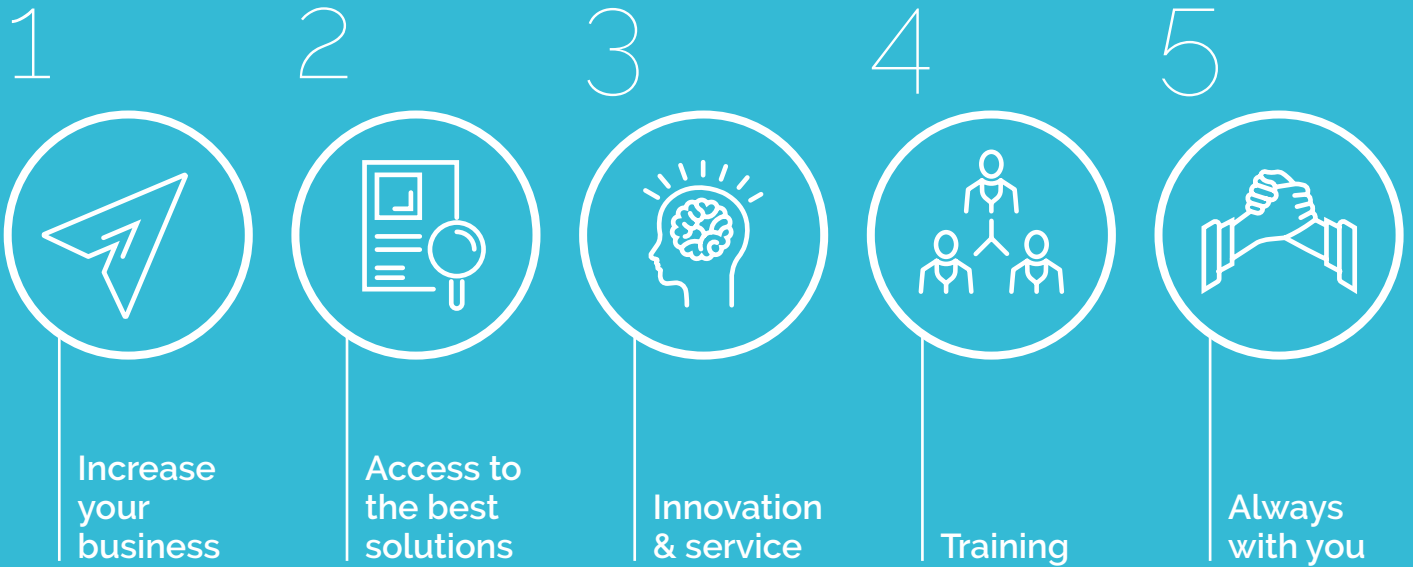
# COMPANY



**At Itram Hygiene we focus our activities on hygiene and safety for the food industry.**

We design, formulate, manufacture and sell a wide range of detergents and disinfectants. We have our own technology for the detection, monitoring and elimination of biofilms.

# REASONS



We have created an advantageous partnership program so you can associate with us and which will allow you to open new markets and introduce new products in the sectors where you are specialized.

1

Thanks to the business development service of Itram, we help you to develop your business through collaboration and support of our commercial and business development team.

2

Our wide range of products is of high quality, more competitive and differentiated from other products on the market.

3

We put our technical department at your disposal to develop solutions tailored to the needs of your customers.

4

We train your staff with the appropriate technical knowledge, to provide customers with the best solutions for their needs.

5

We accompany you in the development and consolidation of your business by forming a large, global network of distributors that will allow you to access the best experiences to ensure successful results.

# BECOME A PARTNER



## WHY

Providing a different way of seeing and understanding food hygiene in order to promote and contribute to the improvement of hygienic practices in the food industry, so as to guarantee food safety.

## HOW

Bringing together and integrating different specialities under a single brand. A commitment to R&D as a vehicle for growth with an expert team, proven methodology and a combination of solutions allows us to offer something different from the rest.

## WHAT

Exclusive technology in the detection and elimination of biofilms (enzymatic technology). Comprehensive hygiene and food safety solutions. We have a full range of detergent and disinfectants, application, dosing and technical assessment systems. Methods and sensors for microbiological detection and monitoring in facilities.

# WE TALK ABOUT BUSINESS



Let's walk together

## THE PERFECT SETTING TO GROW YOUR BUSINESS

### Knowledge and professionalism

Our team has important knowledge in different areas of hygiene and food safety. We offer a fully professionalized, flexible and adequate service to the specific needs of our customers and distributors.

### Increase your sales

Participating in the Itram Partners Program, your company will receive commercial support to find new customers and markets. Our products are the key to achieve new goals.

### Improve profitability of your business

The fulfillment of the agreed qualitative and quantitative objectives will result in improved trading conditions, which will allow you to increase margins as the business relationship takes hold.

### Commitment

We are committed to our distributors and we share and are complicit with their sales goals.

### Win-win business model

Our network of partners is a fundamental pillar in the Itram strategy. Our program provides a number of categories, offering benefits based on the level of commitment.



# ALLIANCE MODELS

## LEVELS OF COLLABORATION & PARTNERSHIP

The Itram collaborative program offers different levels of development, aimed at covering the needs of your business as a distributor of chemical solutions. A program to grow together.

Together we will increase your sales and technical skills, and will provide you with the tools and resources needed to take advantage of the new opportunities presented by the hygiene and food safety market.

The greater our partners' level of commitment to us, the greater our commitment to them, and the greater the profits they will obtain. With this concept, our dealers can influence their level of collaboration proactively, since they will have the opportunity to move up a level every year. The highest level of commitment is rewarded with the highest level of profits.

1  
★

### Product partner

Partner with good presence in the local market that distributes products from **Itram** focused on some of the target sectors of Itram. You will receive commercial support from Itram to develop your business, with the objective of becoming a Business Partner.

2  
★★

### Business partner

Partner with strong business commitment and a wide implementation in the market, to jointly develop markets or accounts on the basis of an Expansion Plan, agreed on with **Itram**. They receive commercial, technical and marketing support from Itram to become a Premium Partner.

3  
★★★

### Premium partner

Preferred partner with total commitment to business and strong presence in the market, to lead the business and jointly develop markets or accounts based on a Business Plan agreed on with **Itram**. Partner with the possibility of having productive capacity under license.

# ALLIANCE MODELS

Sales support		PRODUCT PARTNER	BUSINESS PARTNER	PREMIUM PARTNER
Benefits	Assistance and support in sales	✓	✓	✓
	In situ sales support	-	✓	✓
	Back Office Support	✓	✓	✓
	Exclusivity / Joint Venture	-	-	✓
	Non-exclusivity / Collaboration agreement	✓	✓	✓
	Stock in depot	-	-	negotiable
	Greater sales margin	-	✓	✓
	Sales training	✓	✓	✓
Commitments	Recognition and presence in the the food hygiene sector	-	✓	✓
	Having a technical sales manager devoted 100% to this	-	-	✓
	Having a technical sales structure	-	✓	✓
	No competition	✓	✓	✓
	Annual sales / purchasing targets	-	✓	✓
	Obtaining and sharing success stories	✓	✓	✓
	Guaranteeing an optimum customer service	✓	✓	✓
	Planning regular visits to customers	✓	✓	✓
	Manual tracking of Itram sales	-	✓	✓
	Sales activities report	-	quarterly	monthly
Marketing support		PRODUCT PARTNER	BUSINESS PARTNER	PREMIUM PARTNER
Benefits	Catalogues and technical information	limited	✓	✓
	Free merchandising material	-	-	limited
	Customising of catalogues and advertising material	-	-	✓
	In situ sales support in trade fairs for the sector	-	✓	✓
	Newsletter	-	-	✓
	E-mail campaigns for customers	-	-	✓
	Material for presentations	✓	✓	✓
	Establishing a business plan	-	✓	✓
Commitments	Visibility of Itram on the partner's website	✓	✓	✓
	Using Itram's catalogues and technical information	✓	✓	✓
	Advertising in specialised national journals	-	-	✓
	E-mail campaigns for customers	-	✓	✓
	Participating in trade fairs for the sector	-	-	✓
Exclusive use of Itram's corporate image	✓	✓	✓	
Shared corporate strategy	-	✓	✓	

# ALLIANCE MODELS

Technical support		PRODUCT PARTNER	BUSINESS PARTNER	PREMIUM PARTNER
Benefits	Technical assistance and support	on line	limited	✓
	Online training	✓	✓	✓
	Theoretical and practical technical training in situ	–	limited	✓
	Benefits accompanying on technical visits to customers	–	–	✓
	Participating in technical conferences and congresses	–	–	✓
Commitments	Immediate access to Itram's know-how	–	–	✓
	Having a specialised technician	–	–	✓
	Technical presentations in major international groups	–	✓	✓
	Sharing the results of tests	✓	✓	✓
	Standardisations in major groups in the sector	–	✓	✓
Economic area		PRODUCT PARTNER	BUSINESS PARTNER	PREMIUM PARTNER
Benefits	Benefits basic dealer rate	✓	✓	✓
	Scaled additional discounts	–	partial	✓
	Sales targets	–	✓	✓
	Annual discount	–	✓	✓
	Free samples	–	limited	limited
Commitments	Accepting an initial investment	–	–	✓
	Method of payment	pre-payment	30 days	> 30 days



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