



11 Bokum Road
Essex, CT 06426-1506 (USA)
Tel: (860) 767-2562
Fax: (860) 767-2563
www.brandtech.com

New Dealer Application

Thank you for your interest in becoming a distributor of BrandTech Scientific products. We seek partners who are interested in actively promoting and selling our products. We try to protect our current distributors network by limiting distribution relationships to those dealers for whom BrandTech products are or will be an important, and not merely incidental, part of their business.

BrandTech imports laboratory products from BRAND GMBH + CO KG; VACUUBRAND GMBH + CO KG; VITLAB GMBH; and Bochem Instrumente GmbH, all of Germany. We sell these products through US and Canadian laboratory supply distributors. For product distribution rights outside of the US and Canada, please contact the manufacturers directly.

To initiate our review process, please complete the attached form, and supply the additional information requested.

Forms to Complete

1. **The Dealer Profile form:** This form helps us understand your business, the means you use to promote and sell products, and how we can help you promote our products.
2. **Credit Application:** We need three trade and appropriate bank/credit references for your business. We will contact your references and complete a credit check.

Additional Materials needed:

1. **Business Registration Certificate:** You must be a registered business.
2. **Reseller's Certificate:** You must be a reseller, not an end-user of our products.
3. **Tax Exemption Certificates:** If you apply for tax-exempt status, you must supply BrandTech with a copy of your Sales Tax Exemption Certificate for shipments to Connecticut, New York, Maryland, California, Illinois and Texas (if applicable).

Please fax the completed forms and the additional materials to BrandTech at 860-767-2563.

Once you transmit all materials to us, we usually take about a week to review your application. At that time, we will contact your designated representative with further information.

Best regards,

Credit Department
888-522-2726 x120
Fax – 860-767-2563
Email: cmyers@brandtech.com

Att: Dealer Profile Form
Credit Application



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CREDIT APPLICATION for (business name): _____

Bank Reference:

COMPANY NAME: _____ ACCOUNT # _____

CONTACT NAME: _____ PHONE # _____

ADDRESS: _____ FAX # _____

Trade References:

Please provide three trade references with whom you have had an active account for at least six months.
Note: all references must include a fax number for account verification.

COMPANY NAME: _____ ACCOUNT # _____

CONTACT NAME: _____ PHONE # _____

ADDRESS: _____ FAX # _____

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ADDRESS: _____ FAX # _____

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DEALER PROFILE

PLEASE PRINT CLEARLY!

Background and Contact info

Business Name: _____

Years in Business: _____ Number of Employees: _____ Dun & Bradstreet Number: _____

SIC codes(s) of major product(s): _____

Mailing Address:

Telephone: _____

Toll Free: _____

Fax: _____

Web Site: _____

Shipping Location 1:

Shipping Location 2:

Marketing Contact :

Name: _____

Title: _____

Phone: _____

Fax: _____

Email: _____

Accounts Payable Contact:

Name: _____

Title: _____

Phone: _____

Fax: _____

Email: _____

Purchasing Contact:

Name: _____

Title: _____

Phone: _____

Fax: _____

Email: _____

Sales Contact:

Name: _____

Title: _____

Phone: _____

Fax: _____

Email: _____



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Marketing Strategy:

Target Market(s) & Distribution Strategy (define by customer discipline, types of customer organizations, geographic coverage, type of products, etc.): _____

Which BrandTech products are of greatest interest for your customers? _____

Catalog:

Do you publish a catalog? No Yes Approximate number of pages: _____

If yes, a copy of your most recent catalog must be supplied with this application

Frequency of Publication: Annual Every 2 years Other frequency: _____

Is your catalog - Black and White? 2 color? 4 color?

Month in which catalog is published: _____ Lead time for materials: _____

Which BrandTech products would you like to add to your next catalog? _____

Other printed matter:

Do you produce product flyers? No Yes Approximate number of pages each: _____

Frequency of Issue: Monthly Quarterly Other frequency _____

Preferred/acceptable image format for catalog or printed materials (e.g., photo prints, TIFF, EPS, etc.): _____

Web site:

Do you have a web site? No Yes Website URL: _____

Do you accept orders through your website? No Yes

Describe how you use your website to promote or sell products, or communicate with customers: _____

Which BrandTech products do you plan to list on your website? _____

Is your catalog available on your website? No Yes



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Promotions:

Do you mail any other promotional materials to your customers? No Yes

If yes, please describe nature and frequency, (and supply us with examples by mail, or by email as pdf files): _____

How do you plan to promote BrandTech products? _____

Similar/Complementary Products in Your Line

Please list the manufacturers of other liquid handling products you carry in your line: _____

Please list manufacturers of vacuum pump products in your line: _____

Are there products in your current line that complement BrandTech products? No Yes

If yes, please describe: _____

Have you introduced any major new products/product lines over the last two years? Please provide details. _____

How do BrandTech products contribute to your marketing strategy? _____



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Purchasing:

Purchases are: Taxable Tax exempt Tax exempt number: _____

Note: A copy of tax-exempt certificates for ship-to locations in Connecticut, California, Maryland, Illinois, Texas and New York (as applicable) *must* accompany this application.

Do you plan to stock BrandTech products, or order only to fulfill customer orders? _____

What BrandTech products do you intend to hold as stock items? _____

Do you anticipate that you will ask us to direct-ship orders to your customers, or will all orders move through your warehouse? _____

Do you transmit orders via EDI? No Yes

If yes, what is your ADX Address/Identification Code (aka XID)? _____

For warehouse shipments, do you have a UPS or Fed Ex collect number to charge? No Yes

UPS # _____ Fed Ex # _____

Do you have specific barcoding requirements? No Yes

If yes, please list specifications: _____

To whom should Price Lists, New Product and Promotional Information be emailed?

Name: _____ email: _____

Name: _____ email: _____

Name: _____ email: _____

By what date do you need to be notified of annual price adjustments, if any? _____

BrandTech normally supplies pricing in Microsoft Excel, formatted for the PC. Will this work for you? _____

If not, what other format do you need? _____



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Person to be Contacted Regarding Dealer Status & Application:

Name: _____

Title: _____

Phone: _____

Fax: _____

Email: _____

Certification:

I certify that the above information is complete and accurate to the best of my knowledge.

Signature of Person Completing Form

Date

Name of Person Completing Form

Title of Person Completing Form

Phone & email of Person Completing Form