

Grow your business.  
*Become a distributor of  
best-in-class signal conditioning.*

PERFORMANCE  
MADE  
SMARTER



TEMPERATURE | I.S. INTERFACES | COMMUNICATION INTERFACES | MULTIFUNCTIONAL | ISOLATION | DISPLAY

**PR**  
electronics

# Privately held company *locally strong, globally present*

## The specialist in signal conditioning devices and communication interfaces

PR electronics designs and produces signal conditioning (interface) devices for the process industry within temperature, I.S. interfaces, panel meters and signal conditioners. Our integrated development and manufacturing hub is located in Denmark. We sell our products globally through 9 sales subsidiaries and more than 40 distributors worldwide.

PR electronics is driven by engineers deeply committed to delivering leading-edge process instrumentation and we all share both our ambitious growth strategy and an entrepreneurial mindset.

We take great pride in seeing high-precision technology – produced in Denmark – integrated into process control applications, benefitting more than 10,000 customers worldwide.

### Our value proposition: PERFORMANCE MADE SMARTER

#### To our distributors:

- Growth through complementary sales
- Diversified end-user and machine builder customer base
- Develop robust maintenance, repair and operation (MRO) business
- Dedicated technical training and sparring with industry experts
- Global network
- Part of a proven success

#### To your customers:

##### Install and forget

- 5-year warranty
- 99% on-time delivery
- 4 days standard lead-time
- Exceptional product quality
- > 89% customer satisfaction

##### Performance Made Smarter

- Easy to program
- Reliable and accurate
- Multifunctional devices
- Global approvals



TEMPERATURE

I.S. INTERFACES

COMMUNICATION  
INTERFACES

MULTIFUNCTIONAL

ISOLATION

DISPLAY

# Integrated *manufacturing*

- Designed and manufactured in Denmark
- Entire value chain in-house
- Significant investment in new products
- CO<sub>2</sub> neutral production



# It all adds up - make the most of *every MRO opportunity*

Diversify your business across a vast number of end-users and machine builders within the process industry



Energy



Water & Wastewater

*A very robust business model that does not rely on large projects to a few customers / segments, but sales of a few products (covering many applications) to many segments and customers.*



Chemical



Oil & Gas



Metal & Steel



Marine



Pharmaceutical



Factory Automation



Cement



Pulp & Paper



Food & Beverage

# The profile of a *great PR partner*

Passionate about instrumentation, growing your business and existing network within the process industry

1

Selection:

Complementary products, market knowledge / access and courage to make an ambitious growth plan.



2

Onboarding:

PR invests significantly in training, you exhibit curiosity & capacity to learn and willingness to apply.



3

Partnership:

Through trust and transparency we regularly review our growth plan and support wherever necessary.

PR considers our distributors our colleagues – and treats them so. Our dedicated team will go above and beyond to help you succeed. But you have to bring the desire, commitment and belief.






As partner in the Netherlands we join the benefits of PR electronics' professionalism. High level of intimacy in our relationship on many levels: Education, sales & marketing, strategy, logistic, quality and operation. It results in mutual commitment and focus on being successful with "their" products in "our" market now and in the near future.

**Peter van der Bruggen**  
Sales Director, Vierpool B.V.

# Do you want to *become part of a success?*

We offer three different partnership levels

Partnership programs	Reseller	Authorized distributor	Business unit
Discount level			
<b>What you can expect from us:</b>			
Authorized reseller letter	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fixed contact person	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Demo equipment pricing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sales tools and give-aways	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Local sales training		<input type="checkbox"/>	<input type="checkbox"/>
Joint visit support			<input type="checkbox"/>
Listed on / leads from PR website		<input type="checkbox"/>	<input type="checkbox"/>
Onboarding training in Denmark			<input type="checkbox"/>
Product seminars in Denmark			<input type="checkbox"/>
Access to e-learning platform			<input type="checkbox"/>
Access to partner portal			<input type="checkbox"/>
<b>What we expect from you:</b>			
Respond to RFP / RFQ	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Complete e-learning program		<input type="checkbox"/>	<input type="checkbox"/>
Buy PR product demo case(s)		<input type="checkbox"/>	<input type="checkbox"/>
Follow PR sales strategy		<input type="checkbox"/>	<input type="checkbox"/>
Make business plan / monthly reporting		<input type="checkbox"/>	<input type="checkbox"/>
Carry minimum stock of high runners		<input type="checkbox"/>	
Carry inventory of complete portfolio			<input type="checkbox"/>
Employ dedicated PR sales engineer			<input type="checkbox"/>
Attend online webinars and meetings in Denmark			<input type="checkbox"/>
Place PR logo and link to PR www on your website		<input type="checkbox"/>	<input type="checkbox"/>

# Our task and commitment *to ensure your success:*

## Sales training

- Product training
- Application training
- Competitor benchmark



## Value selling

- Reduce downtime
- Shorten return on investment
- Improve loop performance
- Preventive maintenance



## Sales excellence

- Lead generation
- Increase conversion rate
- Shorten time to sales

## Contact us

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E sales-es@prelectronics.com

Joining PR electronics' partner network will provide you with the strength, resources and global reach of one of the strongest signal conditioning specialists.

For more information visit:  
[prelectronics.com/partner](http://prelectronics.com/partner)



# Benefit today from *PERFORMANCE MADE SMARTER*

PR electronics is the leading technology company that specializes in making industrial process control safer, more reliable and more efficient. Since 1974 we have been dedicated to perfecting our core competence of innovating high-precision technology with low power consumption. This dedication continues to set new standards for products that communicate, monitor and connect our customers' process measurement points to their process control systems.

Our innovative, patented technologies are derived from our extensive R&D facilities and our thorough understanding of our customers' needs and processes. We are guided by principles of simplicity, focus, courage and excellence, enabling some of the world's greatest companies to achieve PERFORMANCE MADE SMARTER.