

## European-wide distribution network restructured

# Three for Europe

Less is often more. This is also one of the principles underlying the consolidation of Ticona's European distribution network. This strategic decision was taken last year and the new operating structure is now complete. The three major partners in the distribution of engineering polymers are K.D. Feddersen, Omya and Resinex.

The new arrangement enables Ticona to concentrate on key accounts and their processors and to accelerate its polymers development programs. The external sales professionals, for their part, will take over responsibility for medium-sized customers, providing full support with a comprehensive product range and market expertise. Customers all over Europe will benefit from the very best service as a result – either from Ticona itself or through one of the distributors.

### Taking advantage of regional strengths

It takes more than just technical know-how to give good advice – a good knowledge of local markets and cultural contexts is also essential. Ticona has taken this into account – along with companies' special relationships in the individual countries – by dividing Europe into regions: K.D. Feddersen is now the contact for Germany, France, Northern Europe, Estonia and the

Maghreb states, Omya covers Switzerland and Turkey. In Benelux, Central and Eastern Europe, the UK and Ireland the polymer producer works together with Resinex.

Reliance on these experienced partners as distributors will maintain a uniform and comprehensive level of support. Moreover, Ticona has established close, long-standing cooperation with each of these companies – in some cases already dating back decades.

### Added value for all customers

It often makes more sense for companies – especially medium-sized ones – to buy all the material they need from a single source. For this reason, care was taken to choose distributors that carry a broad product range. The infrastructure and logistics required then also benefit the buyers of Ticona polymers: K.D. Feddersen, Omya and Resinex can use their existing sales capacities to provide

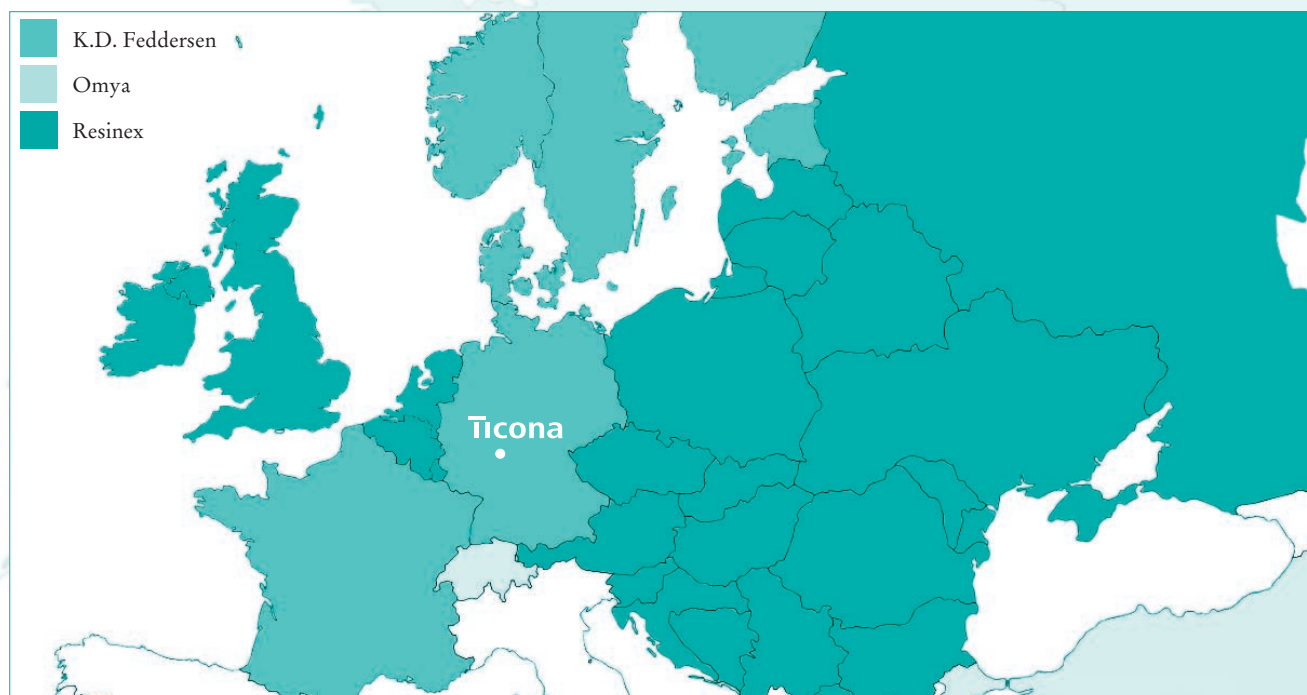
detailed and comprehensive advice.

### Joining forces

Manufacturers of high performance engineering polymers and distributors know full well the importance of customer support in application development. The course is set for the correct use of polymers even at this early stage where new fields of application for engineering polymers are developed.

Ticona communicates the requisite specialized knowledge through product seminars and a continuous exchange of information.

In carefully selecting and training its distribution partners, Ticona has made one thing certain: Every company in Europe interested to learn about or purchase Ticona polymers – regardless of its location – will be supported with extensive product, machine and processing know-how.



## Three questions for Gunther Reitzel, Sales & Distribution Manager EU Ticona

**?** Mr. Reitzel, in consolidating its European distribution network, Ticona has narrowed its focus to a few distributors, each of which is active in multiple European countries. How will customers benefit from this?

**!** Our aim was to ensure uniform standards in customer support. As the distribution partners offer not only our engineering polymers but also polymers from other manufacturers, they offer an infrastructure that is particularly beneficial to medium-sized customers. Our employees, on the other hand, can take better care of our strategic customers or key accounts now and support them with application development. The experience we gain along the way is then passed along to K.D. Feddersen, Omya and Resinex as well and incorporated into their support. This means that the new distribution concept ultimately benefits all customers.

**?** How were the distribution partners selected?

**!** The first criterion, of course, was the relevant market expertise. We also sought

partners who wanted to work in close concert with us. Because only by pulling together toward a common purpose can we provide all customers with same extremely high level of support. In effect, the distributors become an extended arm and an extended brain of Ticona and act on behalf of the company. This only works because both our distributors and ourselves pursue the same strategy in the development of new markets. And that means not through pricing, but rather through new areas of application and market development.

**?** Doesn't that demand especially close cooperation between Ticona and the distributors?

**!** Absolutely! The distribution partners have to always be up to date and well trained. But our long-standing collaboration permits us to rely on the expertise and qualifications of the employees who work for K.D. Feddersen, Omya and Resinex. And our interactions with our distribution partners are perfectly smooth – communication flow and co-ordination already hardly differ from normal channels within Ticona.



Gunther Reitzel, Sales & Distribution Manager EU Ticona

## With Ticona in the Champions League

Anyone who wants to play in the top ranks of the league always has to be trained to the latest standards: How to modify the mold so it will fill perfectly with the impact-modified Hostaform® POM? What sort of processing window does metallic Hostaform® POM offer? What are the specific overmolding properties of Fortron® PPS? Which technologies open up new applications for the customer and bring economic benefits?

Ticona's customers needn't search for the answers to these and other questions all on their own, because polymer specialists keep themselves fit with so-called "Tech Champ" training seminars.

These multi-day workshops deal with more than just theory. Employees from around the World also broaden their practical know-how. In this way they are ideally prepared to handle the widest possible range of questions from customers – from the processing of optimized polymers such as the metallic POM to CAE (Computer-Aided Engineering) simulation. "No matter whether you have a question about unfilled Fortron® PPS or the new primer system – just put us to the test," invites Carsten W. Wörner, Ticona Director Sales & Marketing Europe.

