



## Company Bulletin

for EMC, EMP, HEMP & TEMPEST Protection

Issue 27

### Annual awards acclaim top performing distributors

Following the expansion of its distributor network during 2020, in December 2021 MPE again conducted its annual review of territory distributor performance.

Now in its sixth successful year, MPE's Partner Program is firmly established as a yardstick for measuring distributor performance against set criteria. The Program provides a clear view of the expectations MPE has of its Partners and, in return, the significant benefits and support forthcoming from Partner status. The MPE Partner Program is a tiered structure with four distinct levels – Bronze, Silver, Gold and Platinum. The scheme sets achievable individual goals for each Partner, whilst allowing MPE to apply a uniform approach to the assessment of new and existing Partners across all territories.

As throughout 2020, the ongoing Covid pandemic made liaison with, and effectively the management of, MPE's family of Partners again challenging during 2021. Methods of remote communication such as MS Teams, Skype and Zoom videoconferencing remained the norm during the first half of 2021.

However, the relaxation of some travel restrictions during the second half of the year allowed the opportunity for physical visits to be completed. MPE immediately seized this opportunity, with visits carried out to its Distribution Partners for Eastern Europe, France, Turkey and the USA.

As reported in earlier Issues of MPE's Company Bulletin, from the start of the Covid-19 pandemic MPE's family of Distribution Partners has remained fully operational. Via a combination of remote working, office working and in some cases isolated teams, MPE's authorised distributors have continued to ensure that world-class MPE filter and capacitor products are available in all the territories which they represent.

An outstanding story of success during 2021 has been the rapid growth and progression of MPE's UK Distribution Partner SACA UK. With SACA UK being appointed only in late 2020, by the end of 2021 they have progressed to a Gold level Partner status with MPE.

Despite very challenging trading conditions throughout territories the world over, alongside SACA UK, IMCA, MPE's Distribution Partner for Turkey, have retained their Gold level Partner status and, with overall sales via territory Distribution Partners having again increased during 2021, MPE's distribution network remains in great health.

The parameters for measuring company performance are based not purely on the yardstick of physical orders, but more broadly on proactive sales and marketing activities, linked in with the dynamic development of new customers and as yet untapped market sectors, showing future promise of progression to the next Tier of the Partner Program.

Each Partner honoured in the annual Awards is able to display the Awards plaque at their company headquarters. The proud recipients are prominent too on the Distribution Partner pages of the MPE website [www.mpe.co.uk/distributors](http://www.mpe.co.uk/distributors)



Gold Partner

**saca**  
uk

Gold Partner

**imca**