



Company Bulletin

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Platinum Partner



Technical discussion between (left to right) Andreas Rudel – Sales Director and Yann Baillergeau – Technical Manager at MPE Platinum Partner Euromip's company offices and warehouse in Vélizy, 13km from the centre of Paris

Annual awards honour distributor performance

In December 2022 MPE again conducted its annual review of territory distributor performance, with one particular distributor being awarded Platinum status for the first time since MPE launched its Partner Program in 2016.

Now in its seventh successful year, MPE's Partner Program is firmly established as an effective tool 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 offered by MPE 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.

Since introducing the Partner Program in 2016, sales revenues via MPE's family of international distributors have continued to grow significantly, with distribution sales now accounting for more than 50% of MPE's overall revenues. Importantly, more and more information is being supplied on future projects and market developments, enabling MPE to target the most appropriate sectors and territories with its expertise and resources.

MPE's latest annual review saw Radiotechnika in Poland and SACA EU in Eastern Europe attain Bronze partner status, Electrade in Germany progress from Bronze to Silver, and Accelonix in The Netherlands advance from Bronze to Gold status. IMCA in Turkey and SACA UK retained their Gold partner status from the previous year. However, probably most impressive was the progression of Euromip in France to become a Platinum partner. This is the first time ever that MPE has awarded Platinum partner status to one of its distribution partners.

In addition to revenues from Euromip which increased significantly and exceeded set targets, Euromip worked toward and exceeded all of the other objectives and metrics laid down with MPE at the start of 2022. Euromip have a well-defined company strategy and a clear understanding of how the increase of business with MPE contributes towards this.

Throughout 2022 Euromip committed to MPE training for its team and engaged in joint visits with MPE to a number of existing and potential clients. Euromip also exhibited at Eurosatory 2022, the world-class biennial defence and security exhibition in Paris which attracted over 62,000 visitors from 150 countries.

Furthermore Euromip have established a strong marketing presence with their website and LinkedIn pages, both regularly featuring MPE. Finally and perhaps most importantly, Euromip have established an extensive base of clients for MPE's solutions and a credible and solid business forecast for the coming years.

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. So, despite very challenging trading conditions the world over, looking forward into 2023, MPE's distribution network remains in excellent health.