



# Company Bulletin

for EMC, EMP, HEMP & TEMPEST Protection

## Issue 33



### Annual awards honour top performing distributors

In December 2023 MPE conducted its annual review of territory distributor performance, with one particular distributor, Radiotechnika Marketing in Poland, receiving the Platinum award. This is only the second time since the launch of the Certified Partner Awards in 2016 that MPE has awarded Platinum status to one of its distributors.



The array of 2023 MPE Distributor Awards from Platinum to Bronze

Now in its eighth 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 provided by MPE Partner status. The Program is a tiered structure with four distinct levels – Bronze, Silver, Gold and Platinum. This 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.

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.



John Jephcott presents the Silver Distributor Awards plaque for 2023 to Euromip SA on their recent tour of MPE. Left to right: Andreas Rudel – Sales Director, Jean-Philippe Louis – President, John Jephcott – MPE, Yann Baillergeau – Technical Manager.

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. Vitality, more and more information is being supplied on future national projects and market developments, enabling MPE to target the most appropriate sectors and territories with its expertise and resources.

### Platinum Partner



MPE's latest annual review saw Milcon (Finland), SACA Europe and Tadiran Energy Solutions (Israel) attain Bronze Partner level, whilst three more – Accelonix (Netherlands), Euromip (France) and IMCA Electronik (Turkey) – achieved Silver status. The two distributors delighted to advance to a Gold Partner ranking were Electrade in Germany and Kamic Installation in Sweden.

Nevertheless the stand-out performance was the progression of Poland's distributor Radiotechnika Marketing of Wrocław from Bronze status to become a Platinum Partner. In addition to its revenues which increased significantly and exceeded set targets, Radiotechnika worked effectively towards and surpassed all other objectives and metrics laid down with MPE at the start of 2023. Radiotechnika has built a broad client base for MPE's products and a solid business forecast for the coming years.



The busy Radiotechnika stand at the MSPO 2023 international defence industry exhibition in Poland

Each of the nine Partners 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)

So, despite very challenging trading conditions throughout territories the world over, looking forward into 2024, MPE's vibrant network of distributors remains in excellent health.