



## Distributor Program Overview

### DISTRIBUTOR REQUIREMENTS

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The Authorized HSAUSA Distributor is a well-established, credit-worthy company whose business emphasis are the sales, service, and support of *Marking/Coding Equipment* and *Supplies* to and for the Packaging Industry or similar niche industry with particular emphasis on one or more non-competitive marking and coding products. The Distributor should employ sufficient personnel for adequate market penetration. This includes sales personnel and technical support personnel.

**Commitment** HSAUSA requires "top down" distributor commitment. The principal owner(s)/director(s) of the company should be committed to the success of the program. This can be primarily accomplished through the appointment of a Product Manager. This person will become the primary point of contact with the Distributor. Most of the communication between HSAUSA and the Distributor can be processed through this person.

**Equipment Stocking Requirements** The Distributor will purchase and maintain equipment for demonstration purposes. In addition, Distributor will maintain a stock of spare parts, consumables, and other service items to service local install base. This stock requirement will be discussed on a case-by-case basis to determine the adequate stock necessary to support a specific territory based on the install base, and territory opportunity.

**Factory Training** Upon signing a Distributor Agreement, a sales training will be scheduled for Distributor's sales staff, and Distributor's Product Manager. All appropriate technical staff will also be scheduled to receive factory technical training in Fords, NJ. Distributor will further be encouraged to attend or receive annual service and sales trainings.

### THE PROGRAM

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The HSAUSA Authorized Distributor Program provides the Distributor a non-exclusive right to sell, install, and service HSAUSA products.

**Territory** During negotiations to become a HSAUSA Authorized Distributor, HSAUSA and Distributor will agree upon a geographic area that does not conflict with other existing HSAUSA distributors, and which the distributor can adequately service and support.

**Discount Structure** The Distributor Discount Structure is up to 40% on all system purchases from HSAUSA. Distributor will be required to sell all product for no more than the suggested list price posted on the website.

**Term** Perpetual based on meeting terms of negotiated agreement.

## **HSAUSA SERVICES AND RESOURCES**

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**Customer Services** HSAUSA offers services to assist distributors to successfully promote, sell, install, and service our printing systems. HSAUSA can help analyze current printing methods and technology as part of an overall evaluation of the benefits of a HSAUSA Ink Jet Printing System. HSAUSA also assists with project planning, custom developing interfaces, ultimately providing an overall optimum printing solution.

HSAUSA is committed to providing the highest level of on going telephone support for sales, application, product and system maintenance issues. HSAUSA customer service is available from 8:00am to 5:00pm EST at 732-324-0800, or via email at [info@hsausa.com](mailto:info@hsausa.com), or via facsimile at 732-324-4488.

**Print Sample Service** In the ink jet industry, typically it is necessary to have printed samples of a potential customer's product to move forward with demonstrations, presentations, and a must for closing a sale. In recognizing this very important area, HSAUSA has a dedicated service to provide distributor the specified print samples at your request.

HSAUSA produces several generic samples that can be used during the first call or in the first correspondence to peak interest. Please feel free to request generic samples, or samples specific to your company.

HSAUSA typically returns printed samples within 1-3 business days after receipt.

**HSAUSA Website** HSAUSA maintains a website at <http://www.hsausa.com> to provide distributor the tools to promote, sell, install, and service when they need them, 24/7. A distributor section of the website is stocked with price lists, PowerPoint presentations, competitive comparisons, operation/service manuals, and MSDS.