



Company Bulletin

for EMC, EMP, HEMP & TEMPEST Protection

Issue 24



The four Distribution Partners who achieved Gold status in the annual MPE Partner Program Awards:

Gold Partner



Gold Partner



Gold Partner



Gold Partner



Annual awards to honour distributor status

During 2020 MPE's distributor network expanded again and, with the appointment of SACA UK in November, it now extends over 27 different territories. As reported in Issue 22 of the 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.

Now in its fifth 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.

Liaison with, and effectively the management of, this growing family of Partners has been especially challenging during 2020. The last physical visits to Partners, and accompanied visits to their customers, were conducted back in late February and early March. Since then, methods of remote communication such as MS Teams, Skype and Zoom videoconferencing have necessarily become the norm.

Indeed the strong foundations of MPE's Partner Program have enabled MPE to step up advancement and development with its distribution partners worldwide. Therefore, despite our unprecedented international trading conditions, the number of distributors achieving a Tier status has grown yet again and, following a rigorous annual review, MPE has appointed four Gold Partners for 2021.

Accordingly Euromip (France), IMCA (Turkey), Radiotechnika Marketing (Poland) and TSS (USA) are all delighted to have picked up the prized Gold Partner accolade for 2021, with another three Partners achieving Silver Partner status and yet three more attaining Bronze Partner level.

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.

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