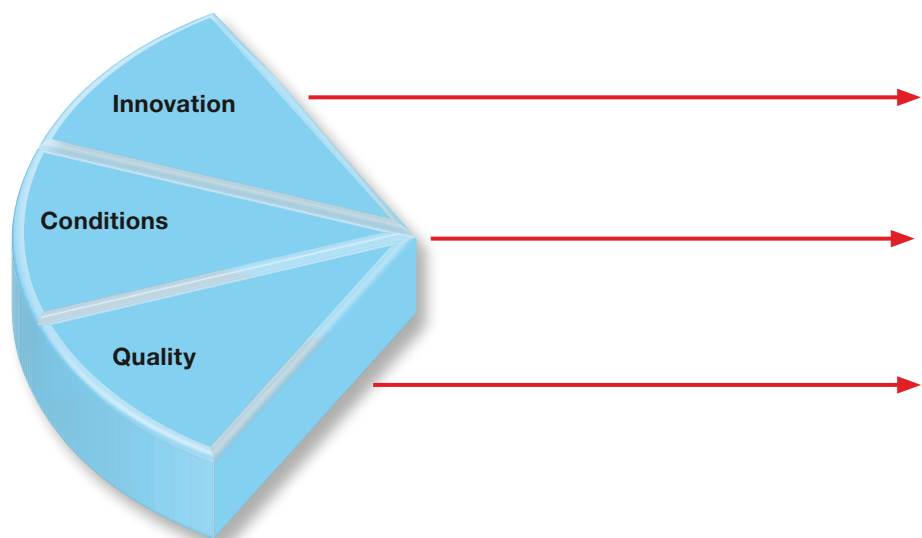
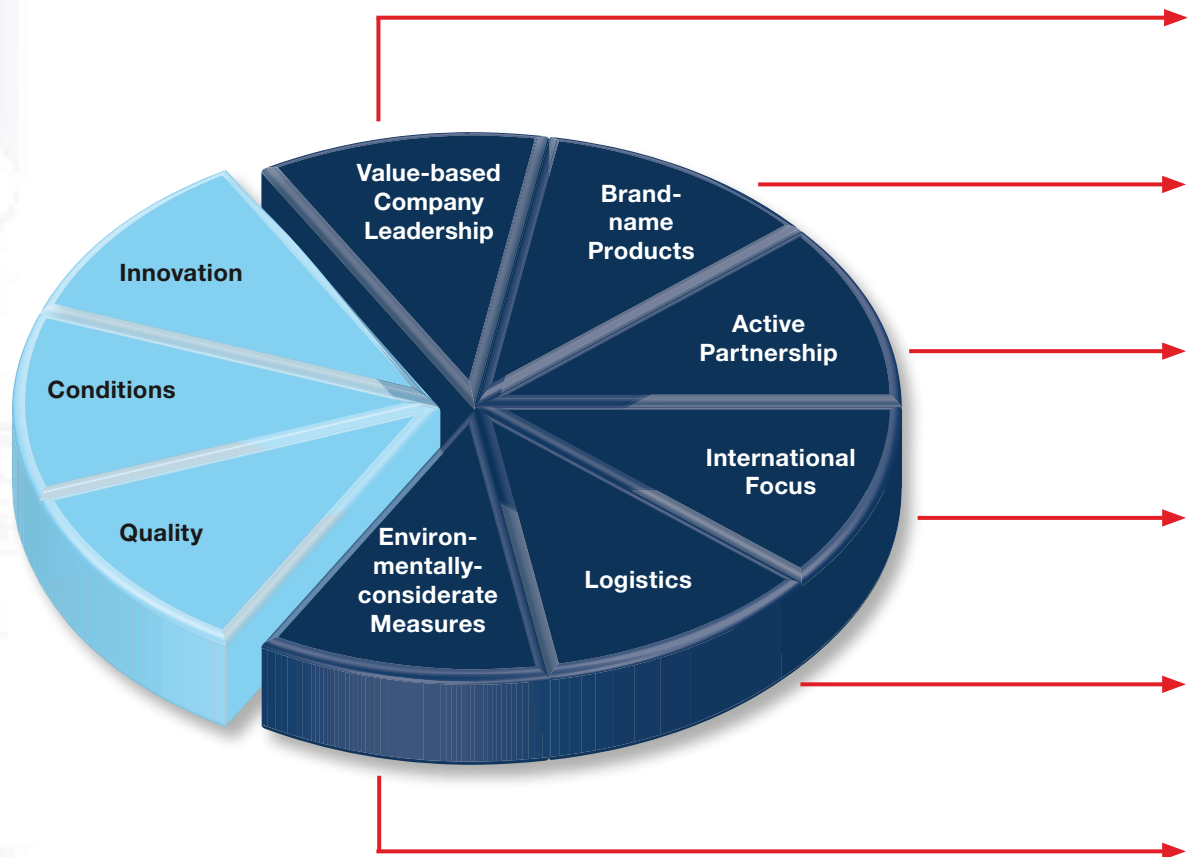


# The Beneficial Performance Offered by HOPPE to customers



The **T**otal **B**eneficial **A**dvantage  
for customers

You will benefit from a cooperation between partners which is based on values. So you will gain from the commitment of our employees, whose motivation is based on and supported/strengthened by the value-based and purpose-oriented company leadership. By actively living the values on a daily basis, we are also able to assume our social responsibility.

You will stand out as a competent market partner with products „Made by HOPPE“ in the distribution chain against competitors who sell cheap, no-name products.

You will raise the efficiency of your sales activities and increase your profits in the long term by benefiting from focused sales and marketing concepts developed in cooperation with HOPPE. You will be able to build up a long-term, sustainable business relationship with us through a trusting partnership in the market.

You will benefit from HOPPE's international structure (locations, costs, assured delivery, numerous home markets) not only in purchasing but also in sales.

You will be able to decrease your stock costs with the help of our binding, high on-time delivery for those ranges with set lead times. Even more savings potential can be provided by the integration between our respective systems.

You will be making an active contribution to the environment by using HOPPE products. Consideration for the environment is of “constitutional” importance at HOPPE, and indeed on a daily basis.

**In addition to what you would normally expect, HOPPE offers more:**

You will be able to solve your customers' problems through products appropriate for the target groups that correspond to the current state of the art.

You will benefit from HOPPE's innovation leadership. Ongoing technical and conceptual innovations will enable you to be an attractive business partner for your customers.

You will benefit profitably from business with HOPPE because of the attractive benefit/price ratio. Be careful not to be misled by comparing the margin of HOPPE products with the average margin of the distributor, since this does not take into account the actual processing costs and quantity effects.

You will enjoy increased trust in the eyes of your customers by your offering consistently good, appropriate brand-quality products at various price levels. You will be actively supported by the relevant standards and testing requirements met, as a matter of course, as well as the guarantees granted by HOPPE which exceed such standards by far.

## **Advantages which pay!**