

Newsletter
July '06

NAFTA market ideally suited:

Occupying a niche area of the total market, places Tech-Fast in a strong position & creates interest in the product offering. Therefore the NAFTA market offers some challenges to us, as how to best manage enquiries & expectation.

This is why we shall follow the current European business model & work exclusively with distributors on the commercial level. The NAFTA market is well known for its distribution bias, however, we feel that due to our business model we can create working partnerships which are more beneficial than perhaps our potential competitors might be willing to.

The cornerstone of this policy is our commitment to fully support the distributor & not to work with end-users without consent of our distributors, this however, would only ever be at the engineering level. All commercial activity is directed through the distributors.

We seek to establish a national distribution network, supported from our US offices which would feed into each key market sector, therefore it is quite conceivable to have two or more Tech-Fast distributors in the same location, but dealing in completely separate markets.

Therefore if you are a distributor in the NAFTA region & desire the following traits from your partners please contact us to discuss our joint possibilities:

- 1/ Product & solution focussed
- 2/ Competitive - both in terms of unit price & shipping quantities
- 3/ Focussed on you & not your customers
- 4/ Able to technically support your needs, quickly & effectively
- 5/ Willing to develop products for you

Contact Tech-Fast to see the clear difference we offer you, our distributors - **OUR CUSTOMERS**

Tech-Fast.Com Limited

Specialises in the design & supply of technical plastic fasteners, closures & components. The company is active in all major global markets.

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