

Alliance

Our Distributor Partnership Program



A program that works for you

When you're part of the Hempel Alliance program, you'll have access to the best products and services to protect your customers' most valuable assets, while delivering the market's most trusted solutions.

We recognize that it is up to you to earn customers' trust every day through the superior performance of products you sell, your expert service and support, and the behaviors of each and every member of your staff. As we look toward the future, Hempel is excited to partner with a network of distributors and resellers by earning their trust. Hempel offers an unmatched level of benefits to its partners through the Alliance Program.

Profitability

Hempel's Alliance program provides many ways to differentiate your business and drive growth and profitability for your company.

Partnership

Working together through joint success planning provides partners a distinct sales advantage in the marketplace.

Performance

Lead-sharing, early product information and technical/sales training are among the many benefits of this program.

Join us today and watch your business grow with Hempel. Visit hempel.com/en-us/alliance-program

Get in touch at Alliance@hempel.com

Your Alliance benefits

Benefits		
Program 	Dedicated sales support Dedicated business support staff Partner portal Access to Hempel's tailored portfolio of products and services Grow together with joint success planning Technical advisory board (by invitation)	✓ ✓ ✓ ✓ ✓ By invitation
Financial 	Favorable prices Digital discounts Prompt pay discounts Standard volume/revenue incentive rebate Custom credit terms	✓ ✓ ✓ ✓ ✓
Marketing 	Printed material Onboarding package Promotional giveaways (marketing webstore) Listing as Hempel authorized partner on digital platform	✓ ✓ ✓ ✓
Sales support 	Opportunity pipeline development Market focused business leads Optimize inventory Joint sales calls Sales resource tools	✓ ✓ ✓ ✓ ✓
Technical 	Access to knowledge base Color dispenser program Direct technical support	✓ ✓ ✓
Training and education 	Online sales and product courses* Training webinars* Sales and technical training materials Annual partner conference Corrosion school In-person product demonstrations Professional certifications	✓ ✓ ✓ ✓ ✓ ✓ ✓

* Hempel and Neogard online training and education courses are subject to availability. We will make our best efforts to inform you as soon as possible when the courses are available on the partner portal.

Authorized Alliance program

Providing many ways to differentiate your business and drive growth and profitability for your company.

The program is designed to help channel partners capitalize on the fast-growing coatings market.

As a channel-oriented company, we view our partners as an extension of our team, playing a key role in the go-to-market strategy and the overall success of our company.

Lead-sharing, early product information and technical/sales training are among the many benefits of this program, designed to give Hempel's channel partners a distinct sales advantage in the marketplace.

Becoming a Hempel partner will

- Gain credibility by capitalizing on the Hempel and Neogard brands, recognized worldwide and respected as a leader in the marketplace
- Have access to protect your customers' most valuable assets, while delivering the market's most trusted solutions
- Join the program that earns trust every day through the superior performance of our products, our expert service and support, and the behaviors of each and every member of our Hempel family
- Position your company to take advantage of more sales opportunities
- Training and Alliance Account Manager assigned to the partner



Partner program requirements

- Employee direct sales, inside sales, and customer service staff who possess a high level of technical expertise to provide and maintain excellent customer service
- Physical location to actively promote Hempel and Neogard brands, and store the approved product range for your market
- Commit to achieving annual revenue targets through joint success planning
- Partners will be reviewed bi-annually for, and evaluated on, product-line purchases and revenue attainment goals
- Hold a good reputation within their industry sector through professionalism, loyalty and integrity
- Uphold the Hempel name, brand, and core values
- Keep current on products and selling programs through predefined Hempel learning tools
- Operate a good-quality website which markets Hempel and Neogard products. The Hempel and/or Neogard logo must be displayed with a link to the official Hempel website

Benefits definitions

Dedicated sales support

Extensive product knowledge and joint sales visits to secure projects.

Dedicated business support staff

Epicenter for Hempel distributors to support and manage the distributor partnership in order to take full advantage of enhancing competitiveness, profitability, and continued success.

Growing together with joint success planning

The joint success plan is part of the onboarding process where you get to talk with your hempel representative about your most important goals. The joint success plan becomes a reference point and action plan to grow your market.

Favorable prices

Grow your top line with competitive margins. Partner margin depends on the partner's category and financial status.

Standard volume/revenue incentive rebate

The more product lines you purchase, the more benefits you receive to help build your business, increase sales, and improve operations.

Partner portal

Hempel's online partner portal, provides a framework for working with Hempel and serves as a central point of access to valuable tools, resources, and online ordering.

Market focused business leads

The Hempel leads program offers our trusted business partners the chance to obtain optimal prequalified leads in their focus segments/region.

Sales resource tools

To help effectively position Hempel coatings systems, Hempel equips its partners with marketing collaterals, datasheets, whitepapers, sales presentations, industry relevant news and studies, which is accessible on the partner portal. Hempel intends that all product positioning information is available on the partner portal, and provide all needed technical data for sales pitching.

Knowledge base

Technical knowledge is key to our partners success. At Hempel, we have an extensive knowledge base documented by our world-class technical service personnel. We provide access to this valuable information through our partner portal.

Online sales and product courses

Hempel is committed to creating an independent, knowledgeable, and successful partner network. The training and continuous education are key components in achieving this strategic goal. Hempel provides easily accessible sales and technical training materials that enable its partners to effectively sell and Hempel coating solutions. Hempel encourages all authorized partners to take advantage of these benefits to increase opportunities for success.

Onsite product demonstrations

Onsite training provides face-to-face guidance and a hands-on experience that matches job role requirements, preparing partners for real-life challenges. The on-site training is also the most flexible. It can be delivered in an organization's training facilities, at a Hempel office, or at another convenient location.

Sales and technical training materials

Hempel regularly develops and publishes updated technical and sales training tools to the partner portal. These tools allow our partners to develop and update their competitive advantages. Also, we can share our training materials, including product videos and demos, to better support our partners businesses.

Get in touch at [hempel.com/en-us/alliance-program](https://www.hempel.com/en-us/alliance-program)



As a world-leading supplier of trusted coating solutions, Hempel is a global company with strong values, working with customers in the decorative, marine, infrastructure and energy industries. Hempel factories, R&D centers and stock points are established in every region.

Across the globe, Hempel's coatings protect surfaces, structures and equipment. They extend asset lifetimes, reduce maintenance costs and make homes and workplaces safer and more colorful. Hempel was founded in Copenhagen, Denmark in 1915. It is proudly owned by the Hempel Foundation, which ensures a solid economic base for the Hempel Group and supports cultural, social, humanitarian and scientific purposes around the world.

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