



PIPE TOOLS & VISES
SINCE 1896

International Distributor Prospect Form

**Please return to Reed Manufacturing at Fax 814 455 1697 or 800 456 1697.
Thank you.**

NAME OF COMPANY: _____

Address: _____

Phone: _____

Fax:: _____

Email: _____

Website: _____

Persons of Contact:

Name

Position

Name

Position

Dear Applicant,

The following is a questionnaire that is designed to identify your role as a Reed distributor. We believe strongly in selective distribution, which we define as selling to distributors that sell to one or more of our key markets (gas, water, industrial, plumbing, and oil) in a specific geography.

Selective distribution allows us to cover all our markets in all geographies, and ensures that we minimize overlap in your areas so you can maximize your profits. If you have any questions, please do not hesitate to contact us.

A. MARKET POTENTIAL

	% of sales
1. Gas companies and/or sub-contractors	%
2. Water companies and/or water sub-contractors	%
3. Industrial companies Examples: Food Processing, Automobile, etc.	%
4. Fire Sprinkler Contractors	%
5. Professional plumbers, pipefitters	%
6. Oil companies, petrochemical and/or sub- contractors	%

B. CUSTOMERS

1. Please list the company names of some of your best customers. How long have they been doing business with your company?

2. What other major competitive product lines do you carry? And what is your annual turnover on these product lines?

COMPETITIVE LINES	Annual Turnover in USD
<u>RIDGID®</u>	
<u>SuperEgo</u>	
<u>Rothenberger</u>	
<u>Mueller/ Footage</u>	
<u>Pace, Victaulic</u>	
<u>REMS</u>	
<u>Wheeler-Rex</u>	
<u>Other(s)</u>	

3. Do you currently distribute AND buy direct from any other U.S. companies? If so, please list the names of these companies below:

F. CUSTOMER SERVICE

1. How important is customer service to your company? How do you implement this most effectively within your company? (Examples: Repair Center, Field Technicians, Email, etc.)

G. CREDIT INFORMATION

Terms of payment for purchase orders to Reed Manufacturing vary. Options include: Cash in Advance, Letter of Credit, Sight Draft and Open Account. In order to establish an Open Account with Reed Manufacturing, you must provide us with at least three (3) SOLID credit references (preferably US companies). Please complete the following information to obtain an Open Account evaluation by our accounting department:

1. Company Name: _____
Address: _____

Fax: _____
Phone: _____
Email: _____

2. Company Name: _____
Address: _____

Fax: _____

Phone: _____

Email: _____

3. Company Name: _____

Address: _____

Fax: _____

Phone: _____

Email: _____

4. Name of Banking Institution _____

5. Dun & Bradstreet Listing _____

Dear Applicant,

I would like to thank you for taking the time to fill out the above distributor application form. This information is very helpful to us in learning how we can best serve you, since it is Reed's intention to build a mutually successful long-term relationship. All of the information that you have provided will be kept in the strictest confidence.

I look forward to receiving your quickest reply so that we can process and evaluate your information. Thank you again for your interest.

Best regards,

Scott K. Wright
President
Sales & Finance

