

For immediate publication

## VERMES Microdispensing seeks to recruit U.S. sales partners

The Initiative is part of the company's global "join the leader of world class microdispensing" partner program which is aimed at expanding the VERMES Microdispensing business in the United States of America.

Juergen Staedtler, CEO VERMES Microdispensing states:

"We are currently expanding our market in the Americas ;

Our sales partner recruitment program is based on commitment and value delivery to customers."

**Microdispensing developer and manufacturer VERMES Microdispensing GmbH has announced that it has begun recruiting sales partners as part of its partner program in the United States of America.**

**MUNICH, Germany** – February 02, 2016 – VERMES Microdispensing, a world leader in the design and manufacture of innovative microdispensing solutions, today announced the expansion of its global Sales Partner Program.

The announcement comes one month before the IPC Expo, Las Vegas, where VERMES Microdispensing will exhibit its latest product innovations; a move the company said is aimed at developing and growing the microdispensing market in its American Region.

The new recruitment initiative is part of the Sales Partner Program, which has been established to ease partner integration and help them to differentiate and dramatically grow their business with the VERMES Microdispensing top of the range piezo based jetting solutions.

"Customer demand for our new high-end and low-end inventions in microdispensing is creating a fantastic opportunity for savvy sales partners," Juergen Staedtler, CEO VERMES Microdispensing stated.

According to Staedtler the global dispensing system market has witnessed constant growth over the past few years. This growth is predicted to expand even further and to experience a rapid change in technology and manufacturing requirements.

"The need for microdispensing with the highest dot precision and smallest dot size at maximum frequency combined with micro and nano-liter dosage in the automotive, pharmaceutical, chemical, LED and electronic industries are the major driving forces for the demand of our innovative and customized dispensing concepts and solutions.

There are times in the technology adoption cycle when enterprises are challenged to react to changes and it is then that they look to their trusted partners for help in addressing their customer's needs," remarked Thomas Ginzler, sales channel head, Western Region at VERMES Microdispensing.

The plan to recruit new partners in the USA is part of a global go-to-market strategy that aims at strengthening the company's business in the microdispensing sector across the Americas.

CEO Staedtler reiterated "the company has reviewed its current business in America and decided to embark on a focused but pro-active partner recruitment that will find new sales partners across the region."

He explained that with the partner recruitment exercise VERMES Microdispensing is ideally seeking to engage sales partners that already have microdispensing expertise and that will easily fit in with the sales partner alliances the company has already in Europe and Asia Pacific.

In summary Thomas Ginzel commented, "We are not seeking quantity but quality and we will provide support for the partners in order to maximize the value that VERMES Micro Dispensing Systems based on our piezo technology can provide to customers.

The focus is on solution selling; therefore our sales partner program will concentrate on training and partner certification. The program benefits include: rebates, dedicated presales and post-sales support, access to marketing material, a special deal pricing scheme, demo units, and last not least, a huge selection of world class microdispensing products and systems."

We are looking forward to partnering with you as part of a continued expansion of our business into the United States of America.

**Please contact us at [sales@vermes.com](mailto:sales@vermes.com) for more details on our sales partner program.**

## **About us**

Headquartered in Germany, VERMES Microdispensing revolutionized microdispensing technology with the introduction of its contact free piezo based MDS 3000 series in 2001. Today, the company is a world leader in the design and manufacture of innovative microdispensing concepts and systems for adhesives, silicones, greases, solvents and other fluids.

VERMES high precision MDS 3000 valves support modern manufacturing processes across the globe, e.g. for automotive, pharmacology, smart phones, TV sets, lamps, wafers, automated manufacture of LEDs, MEMS components, RFID tags, LC displays and many other electronic devices.

Our systems enable our customers to achieve contact free dispensing of highly viscous media droplets in the micro and nano-liter range at theoretical frequencies of more than 3000 Hz; a rate that is unique in our industry.

VERMES Microdispensing employees are dedicated to providing the best technologies and services to its customers around the world with the ultimate aim of contributing to increased throughput, improved quality and lower production costs. More information about VERMES Microdispensing can be found at [www.vermes.com](http://www.vermes.com).

VERMES Microdispensing is a trademark of VERMES Microdispensing GmbH in Germany and other countries.

Other names and brands may be claimed as the property of others.

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