

# **SALES CHANNELS**

**As a manufacturer and blender of synthetic lubricants for a broad range of customers; MRL Hydraulics LLC is looking in North America for qualified distributors, dealers and sales representatives to market and sell our line of products. MRL's focus on "green technology" positions our product line and those who market and sell our products in a position of being part of the "green revolution". The future of fluid power will, by necessity, require a major move to synthetic lubricants over the course of the next quarter century. Those firms and individuals with the foresight to take advantage of the upcoming business environment will be on the leading edge of the "green technology" boom.**

**MRL utilizes a multi-channel distribution business model to market and sell our line of products. Based on the needs of the markets served, MRL takes the common sense approach of finding and using the right channel that best provides the end-user with the products for their industry and application. In some cases that means the business is best handled with direct factory sales. In other cases the market is best served through distribution and dealers. With MRL's expertise in lubrication technology and fluid power application, we are able to effectively support all the different channels. Our support includes target market planning, application analysis and assistance, product and market technology training, and advertising. Representation is assigned by territory served, markets served, and by product group.**

**MRL differentiates distributors as firms that not only actively market the products but also provide local inventory. Dealers perform the same role as distributors but do not stock. Contract sales representatives solicit sales based on commission reimbursement and are not allowed buy/sell. Stocking requirements, available profit margins, and market territories are all based on contract status. Contracts are all annually renewable and flexible.**

**If you or your firm are interested in pursuing this new and exciting opportunity please contact us at (877) 223-2822.**