

## **PRESSE-RELEASE**

### **NORRES Schlauchtechnik trains industrial distributors in Poland**

**Industry-specific training is a central element of NORRES' international activities**

German companies with regional offices abroad have long been aware of the importance of aligning training to the specific requirements of each country and market. If this aspect is ignored, industrial distributors in the countries concerned will be unable to provide their customers with optimal advice. Continuing professional development that includes made-to-measure training courses – many of them taking place locally – is an indispensable strategy for imparting competent basic knowledge.

#### **Sales product training in Poland for industrial distributors**

Only a few months after opening its new regional office in Poland, for example, NORRES, the Gelsenkirchen hose specialist, is already providing sales product training on the spot to staff at its customers in the industrial distribution sector. Those taking part in the seminars can now learn all they need to know about suction, blast and transport hoses for industrial applications and familiarise themselves with key basics. The objective of the training is to enable them to respond to their Polish customers' requirements with qualified and competent advice.

In this way, global players like NORRES Schlauchtechnik fulfil their responsibility to share crucial, country-related know-how with industrial distributors, who also benefit from intensive training and expert support.

"NORRES is very keen to tailor its products and services to the needs of each country and provide competent advice through national sales agencies. That's why we've decided to offer regular NORRES Academy training in all countries in which we have regional offices. Firstly, we discover more about the specific needs of our customers there and secondly, our partners become better acquainted with the advantages of high-end products made by NORRES", explained Managing Director Burkhard Mollen.

Industrial hoses are a complex field spanning a wide range of highly diverse products. Owing to the large number of potential applications, these extremely individual products often require considerable consulting support. Hose manufacturers like NORRES that operate in the global arena tend to focus on intensive product training for this reason.

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### **Specialist know-how – a sound future investment in international markets**

In addition to the product seminars, NORRES Schlauchtechnik also offers comprehensive, specialised technical training. Close contacts with and intensive training for local distributors are essential to make sure newly established regional offices – like the one in Poland – get off to the best possible start. Apart from communicating in-depth product know-how, issues specific to each particular country are analysed so that industrial distributors are optimally prepared for the local market.

**Photo:** NORRES\_Haenderschulung\_Polen

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