

The seven secrets





The benefits of becoming a strategic
Borg & Overström distributor.



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Up next



When you become a strategic distributor, you gain access to almost two decades of market knowledge and expertise.

Over the years, we have refined our sales and marketing approach and invested in ongoing product innovation. As a result, we have expanded around the world and achieved consistent double-digit growth.

In this brochure, we set out the key elements needed to succeed with Borg & Overström water dispensers, and how we deliver on each one.



#1 Shared interests

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When you become a
Borg & Overström distributor,
we have a vested interest in
your success.

Our philosophy is built on collaborating, not competing, with our distributors. We don't sell our refreshment systems direct to end-users – we never have and never will – so if you don't succeed, neither do we.

That's why we provide all the elements you need to help you grow your sales, led by your own dedicated account manager whose overriding aim is to help you succeed.





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*The
Academy*

Entrance

#2 Specialist training

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We provide comprehensive training through our Academy, to equip you with the knowledge and skills so you can develop and grow.

Our training is designed to enhance every aspect of your business, from guidance on sales and marketing, through detailed training on our products, to technical training for your service engineers.

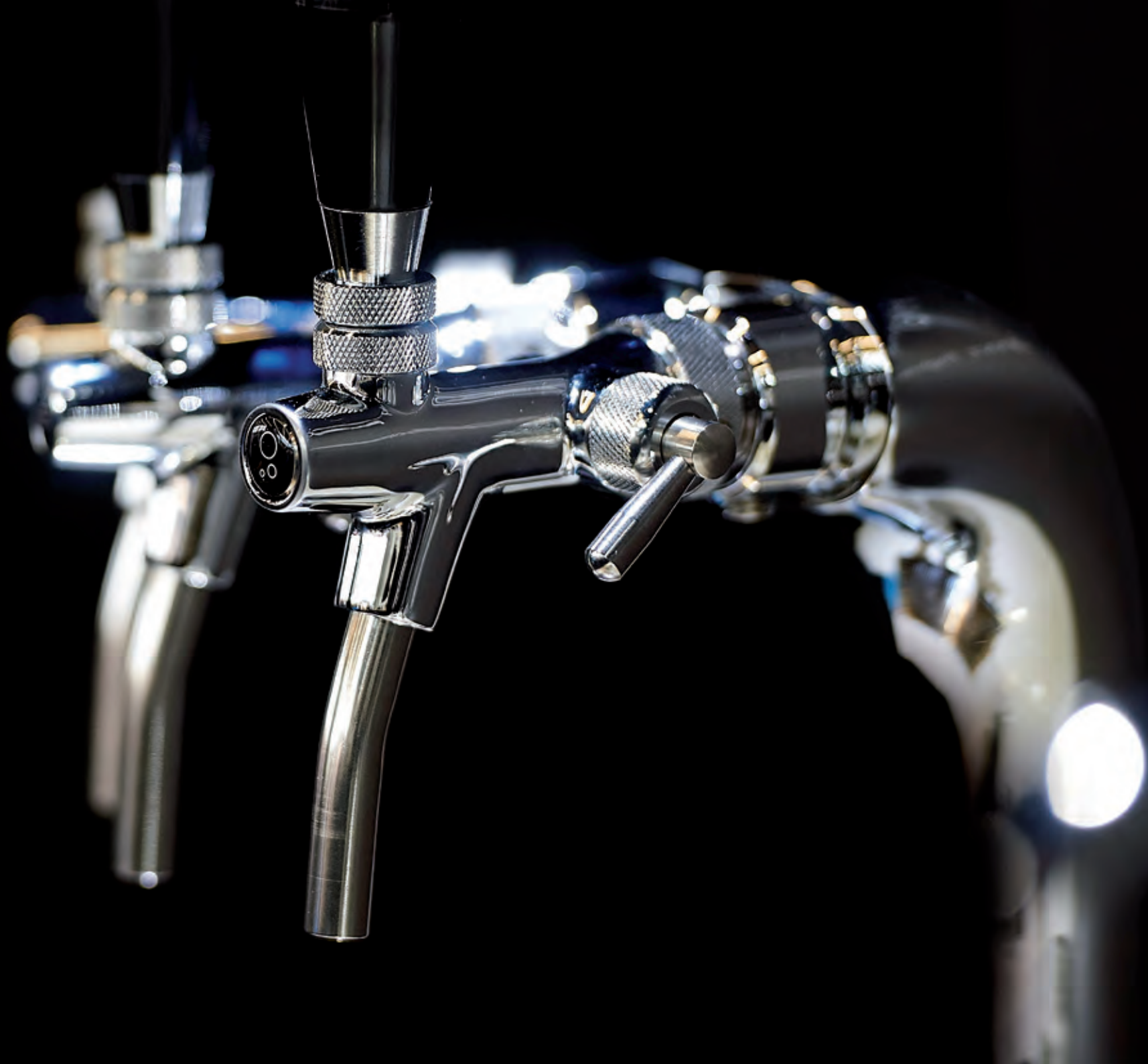
Over the years, Borg & Overström has experienced consistent growth and achieved worldwide presence. In our training sessions we share the secrets of our success with you so you can continue to grow your business and take it to new heights.

The Academy training sessions can be delivered in person or virtually.





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#3 Innovative products

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Partner with a brand recognised for providing the ultimate in stylish and functional refreshment systems, with features unavailable from any other provider.

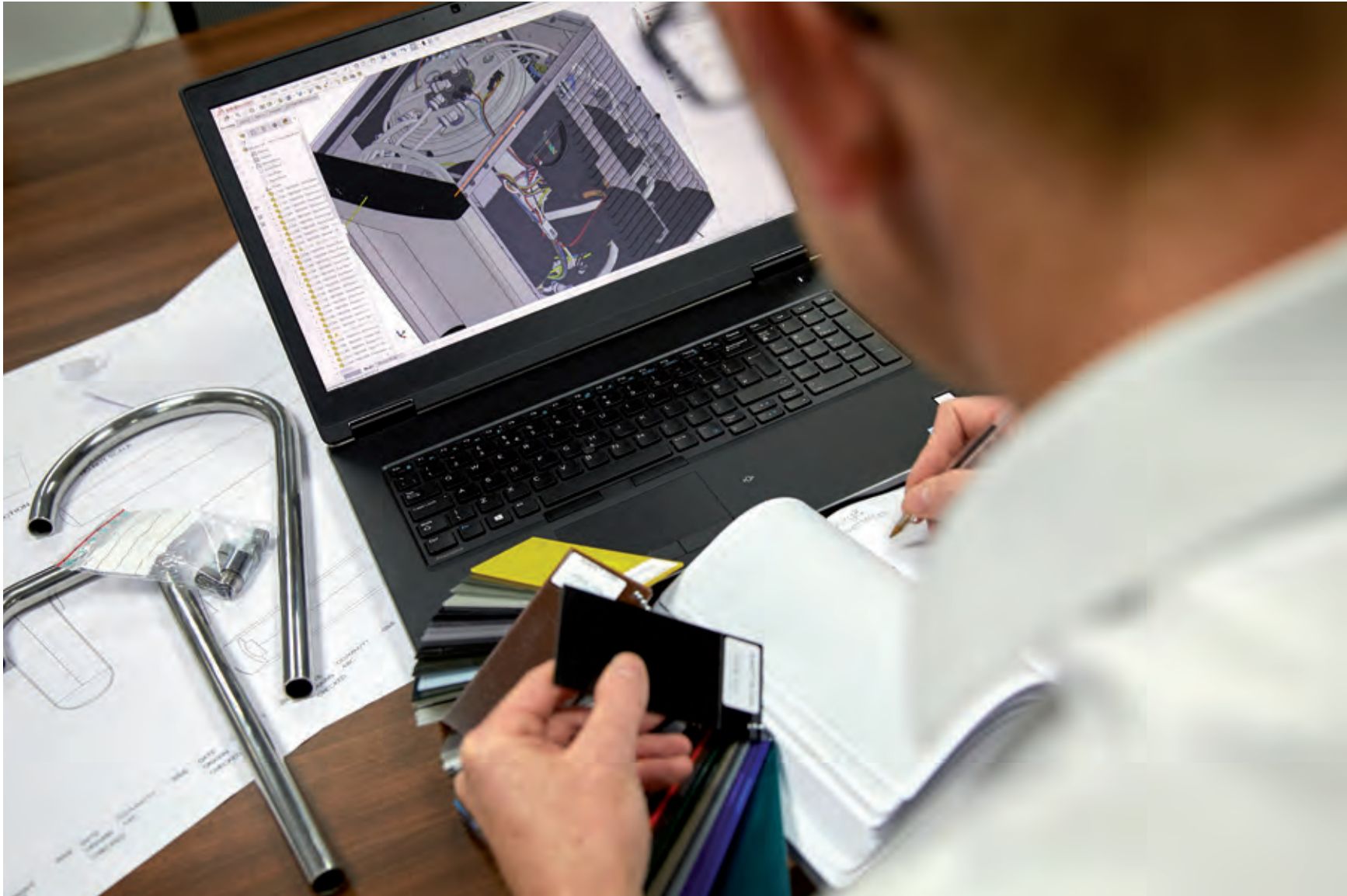


Continuous innovation keeps our products at the leading edge. Our rolling programme of product design and development is based on market research and analysis of the changing trends in design and refreshment.

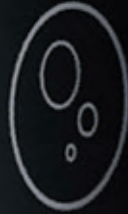
Our drive for innovation has delivered unique, market-leading features, like Dry Chill® and Deep Sparkle®, which are appealing to customers and provide new opportunities to grow your sales.



We are committed to introducing new concepts and models, giving you a regular stream of opportunities to make new sales and increase revenue with existing customers.



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#4 Reliable products

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Designed and manufactured in the UK, our products have unrivalled reliability, with a standard 12-month warranty across the board.



To ensure every one of our dispensers is in perfect condition before it comes to you, we individually check and pressure test them up to 12 bars (higher than the requirement set by any European country) before they leave our factory.

Reliable products means you have more time to sell to new customers because you spend less time having to deal with problems for existing ones.



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When spare parts are needed, we despatch them next day from our UK and USA-based stocks.



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#5 Safe products

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Your customers want refreshment systems that deliver on taste and ease of use, but are also safe - particularly in environments where hygiene is essential.



The ability to offer dispensers that exceed expectations in this area provides you with added sales opportunities.



Bottled water dispensers can provide havens for bacteria. That's why Borg & Overström promotes direct chill systems, and why we developed Totality® – our unique methodology that ensures our machines provide exceptional standards of hygiene. Totality® encompasses three separate elements for reducing bacteria: Sterizen®, Viovandt™ and Fynil®.



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Sterizen® is an intense sanitising procedure that achieves 99.999% bacteria reduction, with every dispenser laboratory-certified when leaving the factory. Our Viovandt™ innovation immerses the water in a UV light coil, destroying any bacteria present. Fynil® is a durable double-coated surface that resists biofilm development and limescale cohesion on exposed surfaces, for increased hygiene and longevity.

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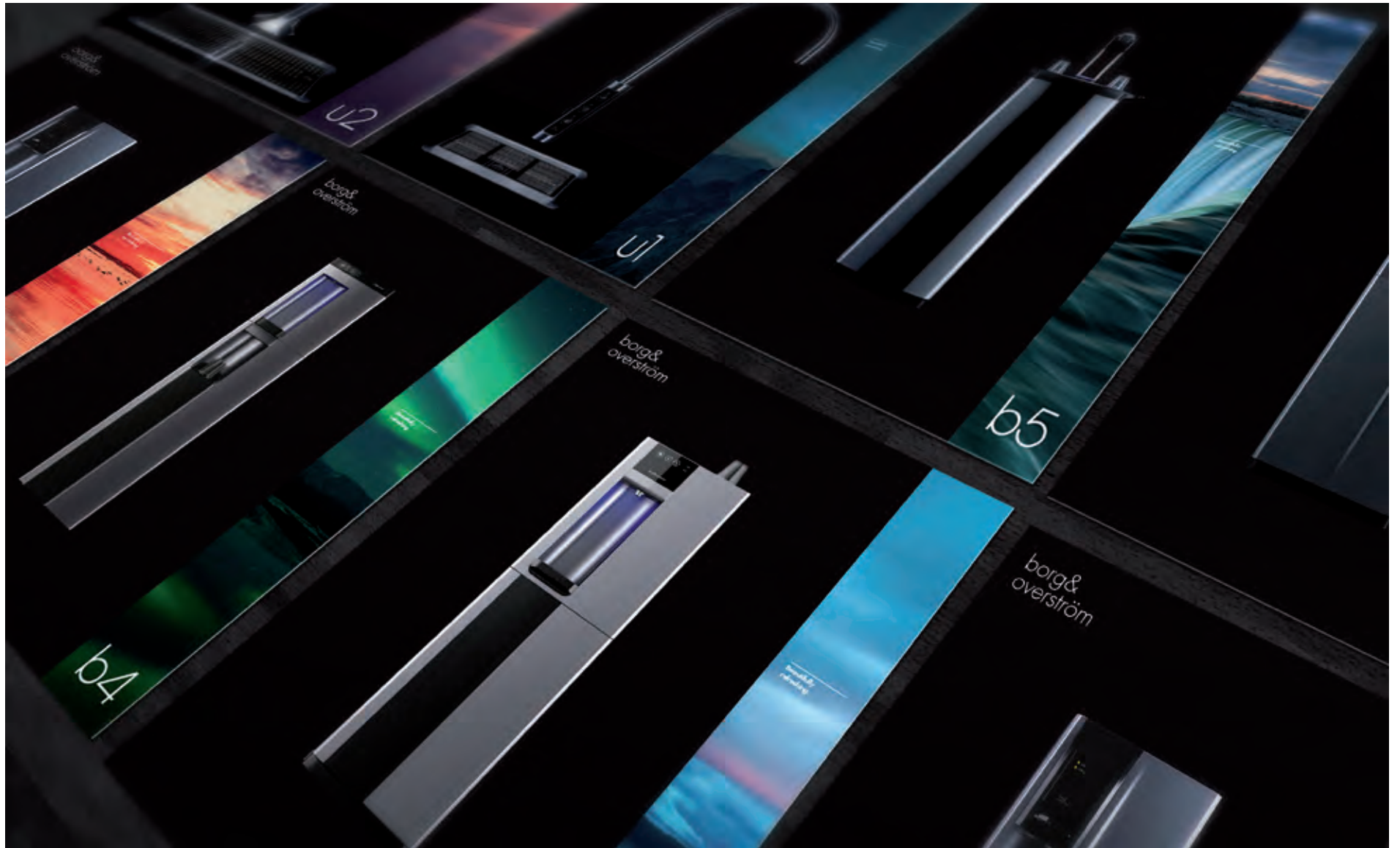
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#6 Marketing support

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Finding the time, expertise,
and budget for marketing can
be difficult for many businesses,
so we make it easy.



We provide you with the tools you need to market your business effectively, such as personalised print and digital marketing, display materials for your showroom, and a full suite of media assets (images, videos, logos, and more).

We'll also help you win new customers and retain existing ones by joining you on site visits and using our expertise to provide refreshment systems that help you meet your customers' needs. We'll supply trial units so prospective customers can experience the full benefits of a Borg & Overström system – normally enough to win the sale.

We even provide sales leads: when we receive an enquiry it's passed onto you; our distributor.



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#7 Environmentally responsible

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Customers want to know that the products they are buying are environmentally-friendly, and that their suppliers are too.

Every one of our refreshment systems delivers pure, safe and great-tasting water – and means that there is no need for people to buy bottled water, adding to the plastic waste crisis. Our latest designs have generous filling areas making refilling bottles and jugs convenient and spill-free.





Beyond our products' inherent eco-friendliness, as a company we are committed to the total recycling of our electrical products as outlined in the WEEE (Waste Electrical and Electronic Equipment) legislation that came into force 1st July 2007, under which we are fully registered and compliant. We are also certified ISO 14001 for our Environment Management Systems

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ISO certified

Certificate Number 13997
ISO 9001, ISO 14001

We welcome new distributors who reflect our culture of excellence and aspire to provide the finest water refreshment.



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Advance your interest

Take your business to
the next level. Contact
one of the global business
development team:

Richard Gibbon

richard.gibbon@borgandoverstrom.com

Matthew Harvey

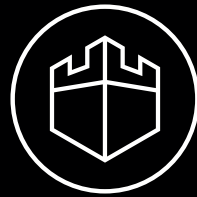
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Printed responsibly in the UK
with the environment in mind.