

Precisa NEWS

December 8th, 2010



Integration of Dynamica at Precisa

Precisa will fully integrate product range of Dynamica into the Precisa product portfolio.

Dear Precisa Partner,

it is our pleasure to inform you that, effective January 1st 2011, the product range of Dynamica will be fully integrated into the portfolio of Precisa. Dynamica will be distributed as a second brand of Precisa.



The brand „Dynamica“ represents a full portfolio of Spectrophotometers, Centrifuges and Microplate instruments and has first been introduced into Europe in 2008. Since then, Dynamica could proof that this brand stands for high quality products, ongoing innovations and a permanently growing portfolio.

For further information on Dynamica please take a look at <http://www.dynamica-eu.com>

To offer the same professional support you would expect from Precisa also for this new brand, we could win Stefan Lugstein to join our team as Dynamica Brand Manager. Stefan is Austrian citizen and brings with him more than 20 years of experience in global distributor management, product management and product support. He has managed Dynamica since its start in 2008. Stefan will be your direct contact for any issues related to Dynamica, may this be sales or product related.

As a first step we would like to receive your answers on below short questionnaire – please complete and return to: stefan.lugstein@precisa.ch - he will contact you shortly regarding cooperation possibilities on the Dynamica range in your country.

We are looking forward to an ongoing good cooperation and we assure you of our full support for a fast and successful introduction to your local market.

In case you have any questions, please feel free to contact Stefan at stefan.lugstein@precisa.ch or call him at direct dial: +43 662 6655 1500.

Yours sincerely
Precisa Gravimetrics AG

Walter Gehrig
Director Sales & Marketing

Stefan Lugstein
Dynamica Brand Manager



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- QUESTIONNAIRE

company:

address:

contact person:

e-mail:

phone:

**YES – we are interested in the Dynamica product range.
Please, contact me regarding cooperation possibilities.**

(Please submit answers to below questions)

- do you have knowledge of customer segments / applications?
-

- are you selling already similar products?
-

- if yes – which brand(s)?
-

- are you able to attend a European sales seminar / product training in early 2011?
-

- are you prepared to send your service engineer for a service training to Precisa?
-

NO – we are not interested to distribute the Dynamica brand.
(please shortly explain)

Thank you for your effort and your continued support!