



QUALITRU
SAMPLING SYSTEMS
INTERNATIONAL ON-BOARDING KIT



WELCOME!

Thank you for choosing to partner with QualiTru Sampling Systems. We believe sampling is part of a larger effort in bringing integrity and confidence to dairy and other liquid industries.

We appreciate that you carry the same passion for your industries. This document was created to answer initial questions you have as you introduce the QualiTru product offerings to your customers.

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TOPICS COVERED:

- 1 Order Process & Administration
- 2 Quality
- 3 Marketing
- 4 Sales & Training



ORDERING PROCESS & ADMINISTRATION

1 Requesting a Quote: Standard Products

- a. Please refer to your price list for standard stocking items.
- b. Please contact your associated sales representative, Anne Bigalke (anne@QualiTru.com), for availability of non-stock products which are also listed on your price list.
- c. **Request for custom stainless ports :**
 - I. All requests for Custom Products should go through your sales representative.
 - II. Custom requests typically have a lead time of 4-6 weeks and can not be canceled or returned.
 - III. Custom stainless port quotes are valid for 30 days.

2 Purchase Orders:

- a. Please send all Purchase Orders to anne@QualiTru.com
- b. Please provide billing and shipping address to ensure accurate shipping costs.
- c. Once account is in place and terms are met, any in stock orders received will be shipped the next business day.



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3 Terms:

- a. All new Distributors are pre-paid via credit card or wire payment.
- b. Terms are set up as the following:
 - I. Net 30 day terms with \$5,000 credit limit.
 - II. Terms may be evaluated on a case by case basis.
- c. QualiTru may revoke or change terms if terms are not met.
- d. Returns for unopened and unused consumables must be made within 30 days of receipt of product. 90 days for stainless-steel products.

4 Shipping & Customs:

- a. QualiTru will arrange shipping with FedEx or UPS.
- b. Customs, duties and taxes.

5 Inventory Expectations:

- a. **New Distributors:** Please work directly with your sales representative to create an initial order for your inventory.
- b. **Ongoing:** Please work directly with your sales representative to design a plan that suit the needs of your customers.

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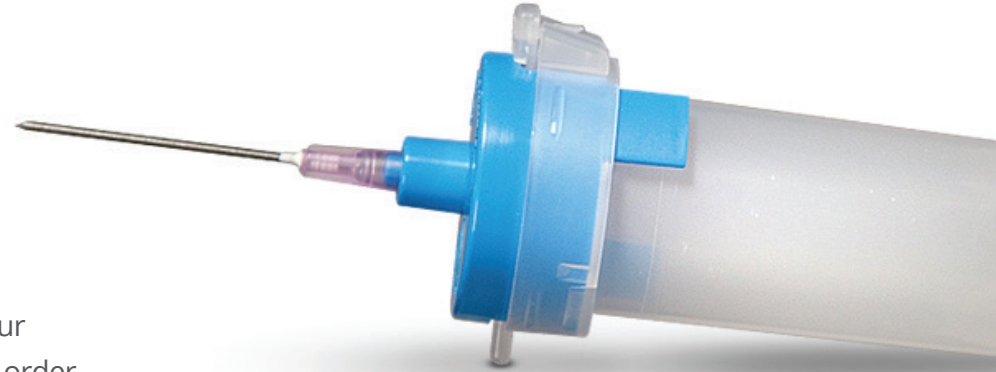


1 Certificate of Conformance

- a. Request a Certificate of Conformance/Sterility/Mill Test Report with your purchase order when needed. That documentation will ship with your order. Requests for Certificate of Conformance/Sterility can be made after product shipment and should be directed to anne@QualiTru.com. Once you have received your order from us, please include the following information with your request:
 - I. Purchase Order number
 - II. Product and Lot number
 - III. If product is stainless-steel, please include the Heat number(s)

2 Customer Inquiries & Complaints

- a. Please forward all inquiries or complaints to anne@QualiTru.com. Please include the following information:
 - I. Date, invoice and/or purchase order number, product part number, lot # and quantity.
 - II. Any additional information regarding the issue, if necessary.
 - III. Background information on application or customer.



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3 Products are Manufactured Under:

- a. ISO 9001 for Stainless-Steel Ports
- b. ISO 13485 – for Collection Bags
- c. ISO 11135 and 11137 Sterilization for Septa, Collection Bags, and TruDraws
- d. 3-A 63-03 Certification
- e. 21 CFR Part 177.2600

4 Where to find more Regulatory information?

- a. Please refer to the website for a complete listing: <https://qualitru/regulatory-approvals/>

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MARKETING

1 We will send you a portal link after you sign the MOU. It will include:

- a. **Presentations:** Technical trainings and Overview presentations
- b. **Sales & Marketing:** Brochures, images, graphics, testimonials, schematics and materials to use on your website or marketing efforts
- c. **Technical:** Standard Operating Procedures (SOPs) and Installation guides

2 How to best use the QualiTru.com website?

The Resources area is developed to support our partners in training and educating your customers.



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3 Support You Can Expect from QualiTru:

- a. After the MOU is set, a Phone/Zoom/Skype strategy meeting with the VP of Marketing, Kelly Wagner, will be scheduled.
- b. **Logo:** Please send us your logo and contact information to be used on the QualiTru website .
- c. **Sales Representative:** Your designated QualiTru sales representative will be available via Phone/Zoom/Skype any time you have questions or would like to share.
- d. Contact your sales representative with any ideas or feedback.



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Kelly Wagner,
VP of Marketing

kelly@QualiTru.com

4 Material Development

The best way to promote QualiTru products is to highlight local or relevant solutions. QualiTru will develop the marketing material and make it available for distribution in various formats.

- a. **Website:** We will include your contact information on our website. Send us your preferred contact information, high resolution logo and any additional materials.
- b. **Social Media:** Follow & send content for: LinkedIn, Instagram and Facebook to your QualiTru representative.
- c. **Translations:** QualiTru can translate marketing materials in the languages you request. Please contact your sales representative for further information.
- d. **Video Editing:** Capture a short story using video and our team can edit and develop final cuts to promote on various social media platforms.
- e. **Testimonials:** Send us a short testimonial (3-5 sentences) and we will add formatting to be promoted online.
- f. **Case Study/Success Story:** Client success stories are always a powerful tool in the sales process. We are currently building a library of client successes, but we need your help.

It is simple:

- I. Define the customer problem.
- II. Outline the solution developed.
- III. Describe the end result.
- IV. Pictures and data help tell the story.

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SALES & TRAINING

OUR SALES TRAINING AND SUPPORT INCLUDES:

1 Technical Support:

We offer technical training via:

- a. Phone
- b. Email
- c. Skype/Zoom
- d. On-site: When necessary, you must arrange logistics and materials needed with your sales representative.

2 Business Support:

Annual sales review is required. All other support is based on the needs of the Distributor. We request regular updates on customer feedback and/or technical questions. This feedback provides us with content for tailored marketing materials that speak to your customers.



Anne Bigalke, VP International Markets
anne@QualiTru.com

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PROSPECTING/ FINDING A LEAD:

3 What to Ask a Potential Customer:

QualiTru products must solve a problem. It is our responsibility to uncover the challenge and provide the correct solution. Use the following questions to guide the conversation:

General:

- a. How are you currently sampling raw, process and final product? Is it aseptic?
- b. What are your concerns with your current process?
- c. What is working or not working with your current process?
- d. What is the goal for sampling/testing?
- e. Where do you take samples now (silo & in-line)?
- f. What decisions are influenced by that data?

Regulatory & Quality:

- a. What are your regulatory or industry requirements?
- b. Where are the identified critical control points according to HACCP?
- c. What other quality programs are in place?
- d. In what ways are you looking to increase control over your quality system?
- e. What micro-issues have you identified in the past that were difficult to pinpoint?
- f. How are you monitoring your Preventative Controls and Critical Control points? Is it working?

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2 QualiTru Sampling System's Unique Selling Points:

a. Accuracy:

- I. Sterile fluid path – True aseptic process
- II. Hygienic design – CIP to prevent biofilms

b. Versatility:

- I. Silo & in-line from farm to plant
- II. Tri-clamp Ports
- III. QualiTru Collection Unit options:
 - TruDraw Vial
 - 60cc and 120cc Syringes
 - 250ml, 2L And 7L Composite Sampling Bags

c. Quality Manufacturing:

- I. FDA Title 21 CFR Part 177.2600
- II. 3-A 63-03 Certification
- III. ISO 13485

d. Expertise: Serving over 1,000 processing plants and dairy farms.



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3 Use the following questions to select the correct products:

a. Port:

- I. Where in your process are you taking a sample?
- II. Do you want this sample point fixed or removable?

b. Septa:

- I. Is your product LOW or HIGH viscosity?
- II. How many samples do you need between runs?

c. Collection unit:

- I. What QualiTru collection unit best fits your needs?

4 Training Checklist:

- 1 Video Training Center
- 2 SOPs
- 3 Septa Channel Guide

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QUALITRU.COM

