

# HOW TO MAKE POWERFUL MARGINS WITH RIELLO UPS

## PowerUPS

## T X

Riello Galatrek is the UK subsidiary of Riello UPS Manufacturing srl - Europe's leading UPS and standby power system manufacturer (350VA to 6MVA). Riello UPS consistently achieves year on year sales growth and major awards for its innovative power solutions.

PowerUPS-Tx is an exciting and unique reward package in the power protection field. To join please complete the application form at: [www.riello-ups.co.uk/riello/hm/downloads3.htm](http://www.riello-ups.co.uk/riello/hm/downloads3.htm) or contact our sales team direct on **0800 269 394**.

PowerUPS-Tx will improve your turnover and margins. On approval of your application we will provide you with your login and password details for the Riello Galatrek reseller website. PowerUPS-Tx benefits include:

- ✦ Cash Awards, marketing support and rebates
- ✦ Leading edge feature rich products
- ✦ UK warehouse stock from 350VA to 300kVA
- ✦ Microsoft certified products and software
- ✦ Nationwide sales and site survey teams
- ✦ 24-7 maintenance and service centres
- ✦ 0800 sales, services and technical hot lines
- ✦ Access to our UPS Academy



PowerUPS-Tx provides benefits that can help you grow your value added sales and make money. The programme rewards. The more you sell the greater the benefits including Cash Awards - a nice incentive to spend as you want to on a whole range of goods, activities and leisure pursuits.

## MONEY TO SPEND AS YOU LIKE!

Cash Awards are made in the form of Capital Bonds. These can be used at a wide range of high street outlets in place of cash. Please visit: [www.capitalbonds.com](http://www.capitalbonds.com)

There is also a dedicated e-commerce site where Capital Bonds can be used to purchase a variety of goods, holidays and activity days.

For the big hitters and members of the highest Tx levels an additional incentive is a personalised PowerUPS-Tx VISA debit card. Instead of paper Capital Bonds we digitally transfer the Cash Awards to the debit card. The named card owner can use it to pay for any goods or services where the VISA logo is displayed.

An alternative to Capital Bonds is for the company to take the incentive as a rebate to improve their margins or reinvest into their business - joint marketing or sales development work.



# PowerUPS

## Benefits

PowerUPS-Tx is unique in the power protection field. It represents a true commitment to the long term development of the market by Riello UPS. Typical benefits include:

- ... CASH incentives to invest in your business ✕
- ... Periodic strategic promotions throughout the year ✕
- ... 0800 Technical, Sales and Service support lines ✕
- ... Nationwide sales training and site survey teams ✕
- ... UPS Academy sales and service training ✕
- ... Annual conference and activity day ✕



## Award winning products Award winning company

Dialog Plus - **Computer Shopper 'Best Buy'**  
Dialog Dual - **Electrical Products Innovation award**  
Riello UPS - **Frost and Sullivan strategic marketing**



FROST & SULLIVAN

# The complete range of power solutions



## Line Interactive UPS

Plug Dialog 350-550VA  
Win Dialog Plus 450-650VA  
Net Dialog 800-2000VA  
Dialog Active 500-2000VA  
Dialog Active-R 500-5000VA

## On-line UPS

Dialog Plus 700-5000VA  
Dialog Plus-R 700-3000VA  
Dialog Dual 3k3-4kVA  
Power Dialog Plus 6-10kVA 3/1 and 3/3  
Multi Dialog 10-60kVA 3/1 and 3/3  
Master Dialog 8-800kVA 3/1 and 3/3

## Accessories

Microsoft accredited UPS software  
NetMan SNMP Adapters  
MultiCom Duplexers  
MultiPass bypasses  
Multi-Switch transfers  
USB converts  
Cable kits

## Support Websites

Resellers - [www.riello-upsreseller.co.uk](http://www.riello-upsreseller.co.uk)  
Main Home - [www.riello-ups.co.uk](http://www.riello-ups.co.uk)  
Publicity Centre - [www.riello-upspr.co.uk](http://www.riello-upspr.co.uk)  
UPS Academy - TEC Projects - [www.riello-upstec.co.uk](http://www.riello-upstec.co.uk)  
UPS software and manuals - [www.technet.com](http://www.technet.com)



## The Riello UPS Academy

Another aspect of the programme that really makes it happen for our resellers is the UPS Academy. This provides sales and service courses covering all aspects of UPS, power protection and the Riello range of products. The courses are run at our UK and Italian facilities or reseller sites by arrangement.

POWERUPS-Tx benefits are only available to approved Riello Galatrek resellers.

For  
a **bigger** bite,  
call 0800 269 394 or  
email [sales@riello-ups.co.uk](mailto:sales@riello-ups.co.uk)

### TERMS and CONDITIONS

1. Resellers must apply to join the PowerUPS-Tx Reseller Programme (form QMSFMS107).
2. All PowerUPS-Tx application forms must be authorised by the Riello Galatrek Sales Manager.
3. PowerUPS-Tx Cash Awards are a financial incentive available within the PowerUPS-Tx programme. They can only be claimed by sales people or contact(s) registered in the PowerUPS-Tx Programme.
4. The Riello Galatrek Sales Manager will oversee the registration of new resellers under the program.
5. The PowerUPS-Tx Cash Awards programme runs from September 1st 2004 until further notice.
6. All PowerUPS-Tx Cash Awards are subject to audit by Riello Galatrek.
7. PowerUPS-Tx Cash Awards will only be made as documented with each reseller or as announced by Riello Galatrek.
8. There will be no cash alternatives for any Capital Bond, Capital Experience or any other award subsequently announced by Riello Galatrek Ltd during the course of the programme.
9. All awards are liable to attract personal income tax and National Insurance Contributions. Riello Galatrek Ltd pays the personal income tax and employer's National Insurance Contributions arising from Capital Bonds earned through the program direct to the Inland Revenue. Please note that any persons attracting income tax at the higher rate should report the full benefits to the Inland Revenue.
10. PowerUPS-Tx Capital Bonds are operated by Capital Incentives and Motivation Ltd on behalf of Riello Galatrek Ltd.
11. Riello Galatrek Ltd reserve the right to withdraw, amend or extend the programme in total or in part without notice.
12. The decision of the General Manager for Riello Galatrek Ltd in all matters pertaining to this programme is final.
13. PowerUPS-Tx is a programme run by Riello Galatrek Ltd in the UK and applies to UK customers of Riello Galatrek Ltd only.

#### Riello Galatrek Ltd

Sales (UK) 0800 269 394 - Service 0800 298 5355 - TEC 0800 781 7959 - Fax +44-(0)1978 729 290

Websites: [www.riello-ups.co.uk](http://www.riello-ups.co.uk) - [www.riello-upsreseller.co.uk](http://www.riello-upsreseller.co.uk) - [www.riello-upspr.co.uk](http://www.riello-upspr.co.uk) - [www.riello-upstec.co.uk](http://www.riello-upstec.co.uk)

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