



Ambrell[®]
INDUCTION HEATING SOLUTIONS
an inTEST Company



Exclusive VIP Program for Systems Integrators

Experience the Excellence.™

Why Ambrell?



When you have a project that requires process heating, Ambrell can help. Founded in 1986, we are a global leader in the induction heating market with over 20,000 systems installed in more than 50 countries.

Renowned for our application knowledge and engineering expertise, complimentary parts-testing is available from Dr. Girish Dahake and his expert team of induction engineers. Conducted in our applications laboratory, known in the industry as THE LAB at Ambrell, Dr. Dahake and his team will validate the viability of an application and make a systems recommendation that will meet and exceed customer requirements.

Your Partner for Process Heating Solutions

We will make your job easier.

Our exceptional product quality, deep application expertise and outstanding service and support are at the core of Ambrell's commitment to provide the best customer experience in the industry. It's what sets us apart.

Ambrell's induction heating systems are available from 500 W to 1,000 kW and are designed, engineered and built at our ISO 9001:2015-certified manufacturing plant. All of our systems come with the industry's most comprehensive product warranty.

We are a global company that includes our headquarters facility located in the United States along with operations in the Netherlands and United Kingdom. In addition, we have expanded our global reach over the last three decades through an extensive distributor and channel partner network. So, let us make your job easier by taking on the responsibility to solve your customers' most challenging heating problems, regardless of where your installation is located.

We will be your partner, not your competitor.

Many induction heating manufacturers also offer system integration services, effectively making them your competition. At Ambrell, our sole focus is to deliver superior induction heating systems. Consequently, you will not be in competition with us on any process heating project. Our business model is to partner with systems integrators whenever customers require integrated solutions. We believe Ambrell is the expert in induction heating, and you are the expert in systems integration.



We will help bring business to you.

When a customer comes to us looking for integration services, which we do not provide, we look to our network of systems integrators who will work together with us to find the best solution for the customer. By partnering with Ambrell, it means you'll have access to new opportunities that will help you grow your business.

We will be a partner you can depend on.

We know you need a partner you can depend on and one that will help you deliver quality, integrated solutions that meet and exceed the expectations of your clients. Ambrell is an ideal process heating partner for your organization for the following reasons:

- **We deliver quality, dependable systems backed by an industry-leading warranty, including bonus coverage to integrator partners to support the system-build timeline.**
- **Sales and engineering support is available worldwide to ensure our induction heating solutions work perfectly in your integrated systems.**
- **Master-level service and technical support will be provided globally by our highly-experienced SmartCARE Service team.**
- **We are a responsive company on sound financial footing with over 35 years of experience and an impeccable track record of customer satisfaction.**
- **THE LAB at Ambrell offers trusted, complimentary testing to ensure application viability. While some may undersize systems to achieve a pricing advantage or claim an application will work when it will not, THE LAB at Ambrell will never jeopardize your project with such tactics.**



We believe we're the optimal partner for your organization.

For decades we have collaborated with systems integrators, both large and small, so we understand the myriad of requirements you need to succeed.

To enhance our collaborative approach and increase the level of support we provide you, Ambrell has created our all-new Vantage Integrator Partnership or VIP Program. This exclusive new program is grounded in five pillars of value, which are outlined in the next section.



THE 5 PILLARS OF VALUE



Introducing Our New VIP Program

Ambrell has developed an industry-first program exclusively for systems integrators. We call it the Vantage Integrator Partnership or VIP Program. The benefits of this program will give you a distinct competitive advantage and can help you win, project after project.

Nobody solves process heating problems better than Ambrell. Our track record speaks for itself. We've provided thousands of induction heating solutions for the most demanding customers including some of the largest companies in the world. Through our all-new VIP Program, which is built on five pillars of value, you will now have the ability to leverage the capabilities and industry leadership of Ambrell.

Technical Competency



With more than 35 years of induction heating experience, across a multitude of process applications, Ambrell' technical competency is unmatched in the industry.

PILLAR ONE

- Access to Dr. Girish Dahake, one of the world's foremost induction scientists
- THE LAB at Ambrell is a state-of-the-art facility and is the gold standard in the industry
- Complimentary parts-testing and application lab time is twice our standard offering
- Our product design architecture is customizable to address unique requirements
- Ambrell has interacted with integrators thousands of times on complex projects
- Our electrical and mechanical engineers are available to help you solve problems
- On every project, Ambrell has delivered proven solutions for systems integrators

Operational Excellence



Our plant operations play a vital role in Ambrell's success and our emphasis on operational excellence is one of the reasons systems integrators select us as a partner.

PILLAR TWO

- We can develop special and aggressive delivery schedules to meet your needs
- Our operations are global with the capability to deliver anywhere in the world
- We implement lean manufacturing with a focus on adding value to the customer
- Ambrell has years of experience with in-house coil manufacturing capability
- All products are manufactured in our U.S. plant, which is ISO 9001:2015-certified
- National Association of Manufacturers award winner for Operational Excellence



SmartCARE Service



Our SmartCARE Service includes a highly-skilled, effective support team with master-level service engineers and experienced factory-trained personnel.

PILLAR THREE

- Global coverage for service, maintenance and repair is available on-site or virtually
- All service engineers are required to complete rigorous, master-level certifications
- We conduct system start-ups at the customer site or through a virtual start-up session
- Preventative maintenance programs are available as an option on every project
- We offer customized equipment training programs from beginner-to-advanced levels
- Also available to our partners are Ambrell's aftermarket and spare parts packages

Sales and Marketing Synergy



You will have direct access to our sales and marketing team members. By collaborating with you in a synergistic manner, we can help you grow your business.

PILLAR FOUR

- We can augment your sales efforts with our consultative and team selling approach
- Ambrell offers comprehensive sales training at our facility or through a virtual option
- Exclusive and on-demand access to our Partner Portal for sales and marketing tools
- Co-marketing campaigns are available to help you meet your lead generation goals
- Ambrell also has its own ongoing campaigns that can bring you viable opportunities
- We can work together on content creation for social media and blog articles
- You will be kept well-informed with our internal publication of Ambrell News

Pricing and Warranty



Our highly-competitive pricing model aligns with the value we deliver. In addition, we offer an industry-leading warranty to protect you and your customers.

PILLAR FIVE

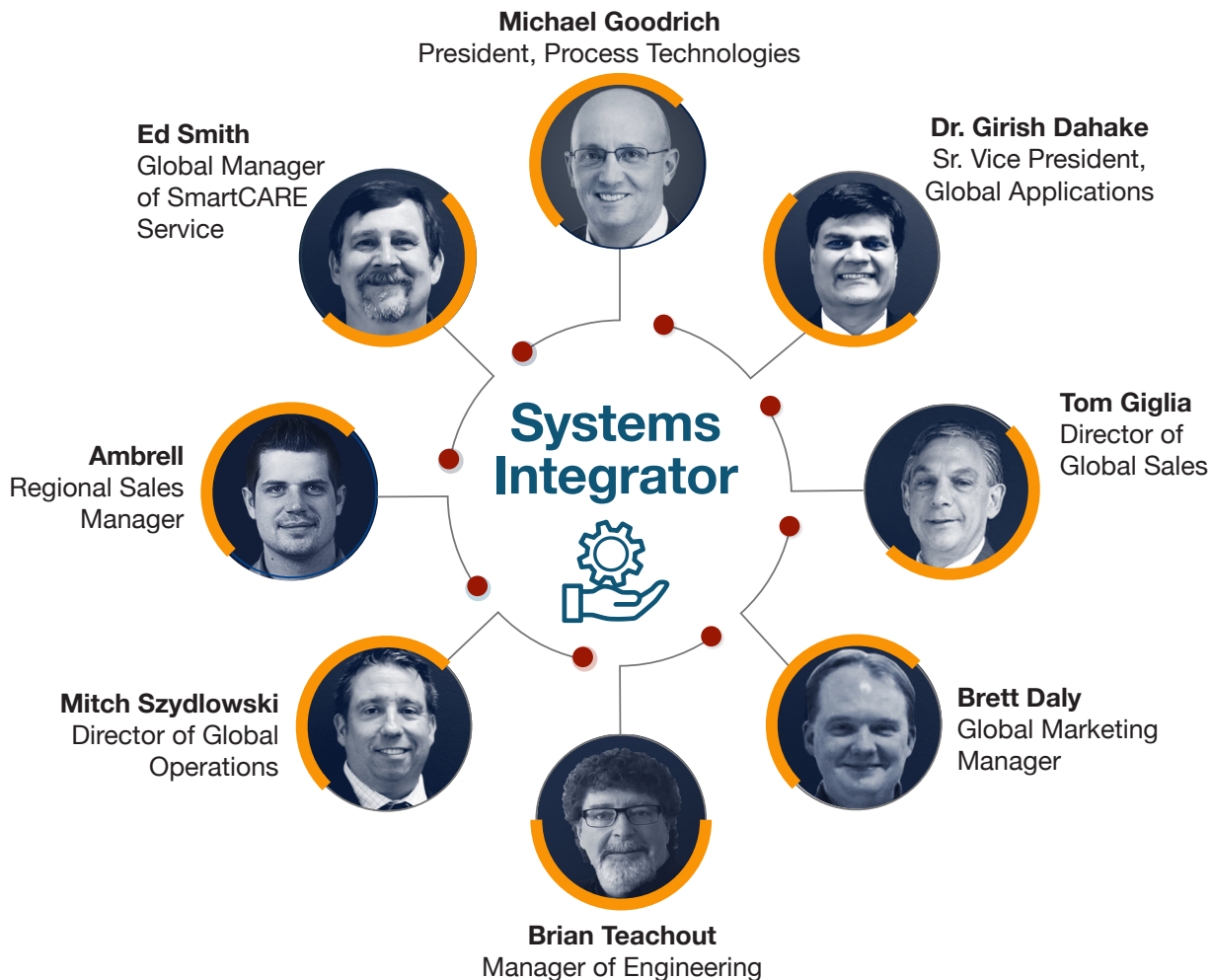
- We provide our partners a volume pricing schedule with significant discounts
- Price protection is available for a designated time period for select projects
- Ambrell can offer special payment terms – available only to systems integrators
- Our 24-month warranty on Ambrell equipment is twice the industry standard
- With the VIP Program, our warranty is extended from 24 months to 30 months
- We also provide an option to extend equipment coverage to a 60-month warranty

Exclusive VIP Support Team for the Systems Integrator

In recent feedback from systems integrators who serve an array of manufacturing segments, they told us about their continuous need for quality products and services provided by their equipment suppliers. However, we also learned that systems integrators are seeking enhanced support that goes above and beyond what is typically provided by an equipment supplier. This included requests from integrators who are looking to augment their own internal resources with additional help from their partners.

From this feedback, we created an exclusive team only available through our VIP Program. We call it the VIP support team, which includes Ambrell department heads and leaders, and it's designed to surround the systems integrator with support unmatched in the industry.

Our VIP support team is ready to meet the various needs of your organization. For example, if you want quick same-day access to our mechanical, electrical and application engineers, we'll be available to assist you. If you have special deliveries or lead times required to meet an aggressive project schedule, we'll work closely with you and other parties involved. If you have an urgent service need that necessitates manager-level engagement, we have the protocols in place to make that happen. If you need assistance with sales strategies, sales presentations, digital marketing or business development programs, we have the experts you can leverage. We encourage you to collaborate and partner with each of these departments and to use our VIP support team as an extension of your company.



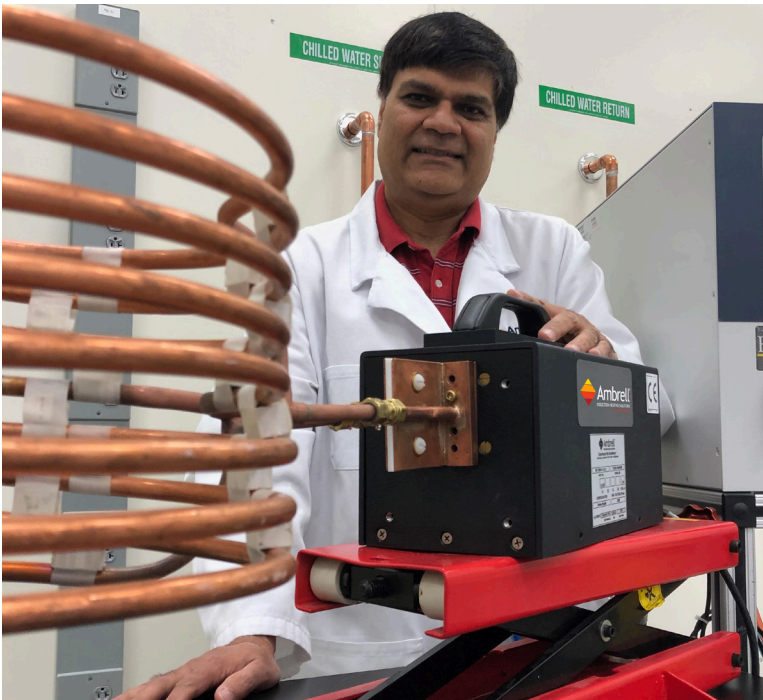
Work Directly With One of the World's Leading Induction Scientists



Our VIP Program gives you access to Dr. Girish Dahake. As Sr. Vice President, Global Applications, you'll get an opportunity to work directly with Dr. Dahake on your systems integration project. With his in-depth knowledge and exceptional ability to develop solutions that deliver extraordinary results, he'll give you the advantage required to outperform your competitors. He is one of the world's premier

experts in the art of induction that you can and must leverage.

Dr. Girish Dahake has worked with systems integrators in virtually every industrial sector. He is a highly-active member of Ambrell's VIP support team and he welcomes the opportunity to collaborate with you and your customers.



A partial list of Dr. Dahake's credentials:

- One of the world's most experienced induction heating scientists
- Over 25 years of experience at Ambrell
- Developed heating solutions for thousands of applications
- Keynote speaker at industry events
- Executive Director of THE LAB at Ambrell
- Holds multiple industry-related patents
- Ph.D. in mechanical and aerospace engineering
- Manages Ambrell's free parts-testing service
- Leads specification team to support customers with their Industry 4.0 implementation



Become a VIP Certified Partner

As a member of our VIP Program, you are entitled to the privileges and benefits described in our five pillars of value. Additionally, you will have access to Ambrell's exclusive VIP support team to augment your own internal resources and utilize our team as an extension of your company. Upon completion of our training requirements, you will become a VIP Certified Partner.

For more information about our VIP Program and the steps required to be a VIP Certified Partner, please contact your Regional Sales Manager or visit us at vip.ambrell.com

Visit our Manufacturing Facility and THE LAB at Ambrell

Ambrell invites you to tour our manufacturing facility and spend time in our applications laboratory. If a virtual visit is preferred, we can accommodate you. We offer in-person or virtual tours which include a walk-through of our ISO-9001 plant as well as live induction heating demonstrations conducted in THE LAB at Ambrell. In addition, you can observe and assess how we design,

engineer and build our EASYHEAT and EKOHEAT induction heating equipment. You can also bring along parts for testing in our applications laboratory and get a first-hand look why nobody solves complex process heating problems better than Ambrell.



www.ambrell.com

Ambrell Corporation
United States
Tel: +1 585 889 9000
Fax: +1 585 889 4030
sales@ambrell.com

Ambrell B.V.
The Netherlands
Tel: +31 880 150 100
Fax: +31 546 788 154
sales-eu@ambrell.com

Ambrell Ltd.
United Kingdom
Tel: +44 1242 514042
Fax: +31 546 788 154
sales-uk@ambrell.com

