

Handle Hygiene Ltd. – Client Testimonial

We engaged Associated Marketing Ltd (AML) to evaluate the potential and deliver sales for Handle Hygiene Ltd in the Malaysian and Singaporean markets. We find them to be excellent business partners; they are professional, hard-working and know their business. We were impressed at the speed in which they gained an understanding of our product, our business model and our potential customer base. AML helped us to identify the best route to market by designing a model that focused on a number of issues, but primarily and most importantly, on the value proposition for our customers. This was then followed up by immediately identifying the distributors most active in the marketplace who could best deliver our vision for Handle Hygiene Ltd.

AML arranged a sales trip to Malaysia and Singapore to meet with our potential partners. This visit was brief but extremely well organised. Over a three day period, with Hugh Kelly and Ron Anderson, I met with senior management from several large distribution companies who had all been pre briefed by AML and had a good knowledge of our product. Following this visit we received invaluable feedback and insights into each of these markets, particularly the differences with our home market and have now forged a solid relationship with our new business partner who will I believe continue to represent Handle Hygiene in both of these markets.

Maurice McDonagh, Director, Handle Hygiene Ltd.
January 2014