



Panasonic

BECOME A PRO PARTNER WITH PANASONIC

PRO Partners 

heating & cooling solutions

PANASONIC CORPORATION

SINCE THE FOUNDING OF OUR COMPANY IN 1918, WE AT PANASONIC HAVE BEEN PROVIDING BETTER LIVING FOR OUR CUSTOMERS, ALWAYS MAKING 'PEOPLE' CENTRAL TO OUR ACTIVITIES, AND THUS FOCUSING ON 'PEOPLE'S LIVES'. GOING FORWARD FROM THIS, AND BASED ON OUR INNOVATIVE ELECTRONICS TECHNOLOGY, WE WILL CONTINUE TO PROVIDE A WIDE VARIETY OF PRODUCTS, SYSTEMS AND SERVICES.

THESE WILL RANGE FROM CONSUMER ELECTRONICS PRODUCTS TO INDUSTRIAL DEVICES, BUILDING PRODUCTS AND HOUSING. WE WILL CONTINUE TO WORK HARD TO OFFER NEW VALUE FOR BETTER LIVING IN VARIOUS AREAS SUCH AS HOMES, COMMUNITIES, BUSINESSES, THE TRAVEL AND CAR INDUSTRIES - HELPING TO REALISE 'A BETTER LIFE, A BETTER WORLD' FOR EACH INDIVIDUAL CUSTOMER.

History of the Air Conditioning Group

At the core of Panasonic, stands the desire of achieving a status of value for all the product that we create. As hard work and dedication results in one innovative product after another, the fledgling company takes its first steps towards becoming the electronics giant of today.



1958
First room air conditioner launched for domestic installation.



1975
Panasonic becomes the first Japanese air conditioner manufacturer in Europe.



2008
Etherea new concept of air conditioning systems: high efficiency and high performances with a great design.



2010
New Aquarea. Panasonic has created Aquarea, an innovative new, low-energy system.



2012
New GHP units. Panasonic's gas-driven VRF systems are ideal for projects where power restrictions apply.



Looking ahead
By creating, storing, managing and saving energy, Panasonic aims to realise a lifestyle with virtually zero CO2 emissions throughout the entire home.

PRO PARTNER SCHEME

AT THE HEART OF OUR BUSINESS IS PANASONIC'S CORE PRINCIPLE; CREATION OF VALUE AND CONTRIBUTION TO SOCIETY. THIS KEY MESSAGE IS THE BASIS FOR PANASONIC'S PRO PARTNER PROGRAMME. THE HEATING & COOLING SOLUTIONS TEAM IS WORKING TO DEVELOP A KEY PARTNER NETWORK THROUGHOUT EUROPE FOR HEATING AND COOLING SYSTEMS. THE FOUNDATION OF THE PROGRAMME IS THE DEMONSTRATION OF THESE CORE VALUES, STRIVING FOR EXCELLENCE WITHIN THE FIELD.

We seek to work closely with our PRO Partners to develop technical excellence and product knowledge, to ensure that we meet the changing demands of their business as well as provide opportunities for business development. The strength of our business and a key aspect of our working practices is Cross Value Innovation. Working together, from design through installation, commissioning to post-installation support, we hope to provide the foundation of a truly united business.

The base of the programme is training. We have a wealth of expertise, from which we will look to train and develop your understanding. Our Specification Team is also on hand to work with you, ensuring your designs meet your potential clients exacting standards. When you are ready to move to the next stage, our Sales Administration Team can assist in ensuring that the products are available for purchase from your appointed distributor, when you need them. When you are ready to install the Technical team is on hand to provide the vital support you need.



AQUAREA



ETHEREA



PACi



ECOi ECOG

PRO PARTNER BENEFITS

BENEFITS OF BECOMING A PANASONIC PRO PARTNER INCLUDE INCREASED SALES, ONLINE PRO CLUB SUPPORT AND A MARKETING & LOYALTY PROGRAM

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1. Increase your sales

Leads Sharing: As a Pro Partner, we will offer you the opportunity to provide the installation and maintenance of projects we are specifying, whether end users or consultants. Having registered on the PRO Club as a PRO Partner, you will be able to start receiving relevant leads.

iFinder _ Website listing: Your company will be visible on our web page as a recommended installer, which will assist in generating more leads.

Exclusive advantages: As a recommended and well trained Partner, you will be able to offer extended warranties to your customers.

2. Active Support

Dedicated Helpline: As a PRO Partner you will have the best support when you are in the field. We will acknowledge you and your technical question within our helpline so that your call can be prioritised.

Training: With our dedicated training programme you can keep up-to-date with the full range of Panasonic products. You can become a PRO Partner for a specific range e.g. RAC, A2W, ECO G or PACi and ECOi. You will receive a certificate showing that you have undertaken the correct training and that you are a Panasonic PRO Partner.



Dedicated Internal support: As a PRO Partner you are our first priority, please use our dedicated email address uk-aircon-propartner@eu.panasonic.com for any enquiries you may have.

Design: We will provide you with support for your design project, assisting in the development of the specification and correct product selection ensuring you are providing the best solutions for the project at hand.

Product planning: We also appreciate your knowledge and understanding. Your feedback will assist in the development of the next generation of products. You will be advised of new product introductions, allowing you to specify and apply them to your projects ahead of the market.

OFFER EXTENDED WARRANTIES TO YOUR CUSTOMERS!



5 year
compressor
warranty



3. Online Support - PRO Club

Technical documentation: As a PRO Club member, you will be able to access all the technical documentation online: Installation manuals, service manuals, errors codes finder, certifications, and much more.

Tools: In addition, you will gain access to all our software tools: Energy label generator, Noise calculator, VRF and Aquaarea software, service checker, while receiving the latest updates through PRO Club.

Newsletter: You'll be first to hear about our new products, systems and solutions.

Leaflets: As a Panasonic PRO Partner, you will be able to create your own leaflets through the website, by simply uploading your logo and address.

Advertisements: To ensure the high quality and definition of the advertisements available in PRO Club, simply send us your logo and we will insert it into the advertisement. The file will be supplied in high definition to use in newspapers and magazines.

4. Marketing & Loyalty Program

Marketing materials: We are able to supply you with a wide range of marketing materials, from catalogues and leaflets to dummy units.

A2W Trailer: You will be able to book our A2W trailer, an ideal asset in exhibiting our Aquaarea range.

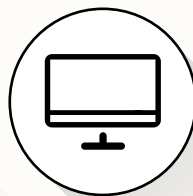
Exclusive loyalty program: In recognition of your efforts and dedication to providing Panasonic products, you will be awarded with PRO Points when you register commissioning sheets on the website. You can exchange your PRO Points for a wide range of rewards from Panasonic consumer products, activity days and specialist training, to redeeming them for a marketing fund.



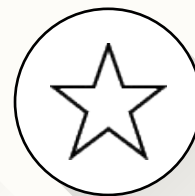
Increase your sales



Active Support



Online Support - PRO Club



Marketing & Loyalty
Program

QUALIFYING CRITERIA

TO BE ELIGIBLE TO BECOME A PANASONIC PRO PARTNER, IT IS ESSENTIAL THAT YOU ARE WILLING TO UPHOLD PANASONIC'S REPUTATION FOR QUALITY AND RELIABILITY AND PROVIDE A HIGH QUALITY SERVICE TO END-USERS. THE COMPANY MUST BE FINANCIALLY SOLVENT AND HAVE AN ACCOUNT WITH ONE OF OUR DISTRIBUTORS.

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In order to become a PRO Partner, the company must also fulfil the following conditions

The company must be an installation company registered in the UK, Ireland or the Channel Isles.

The company must have at least one Panasonic accredited installer:

1. The Accredited Installer should have the relevant certifications and accreditations to work as plumber, electrician or heat pump / air conditioning installer.
2. The Accredited Installer must be employed by, or be an owner of, the installation company.
3. The Accredited installer must, at least once per year, participate in a Panasonic product training course carried out by a qualified Panasonic training representative
4. The Accredited installer must be registered on the Panasonic PRO Club website under the installation company's name.

If the company is applying for receiving an A2W PRO Partner status, it must be a MCS certified company for A2W installations (not required for Ireland, Isle of Man or Channel Islands)

The Company must have installed Panasonic Heat Pumps of each product category applied for.

PRO Partner Levels

Depending on your company's growth level and its business with Panasonic, the two levels of PRO Partner available will be Elite PRO Partner and PRO Partner. These conditions apply for the 3 Product Categories: Air Conditioning, Heating and Air Conditioning and GHP Specialist.

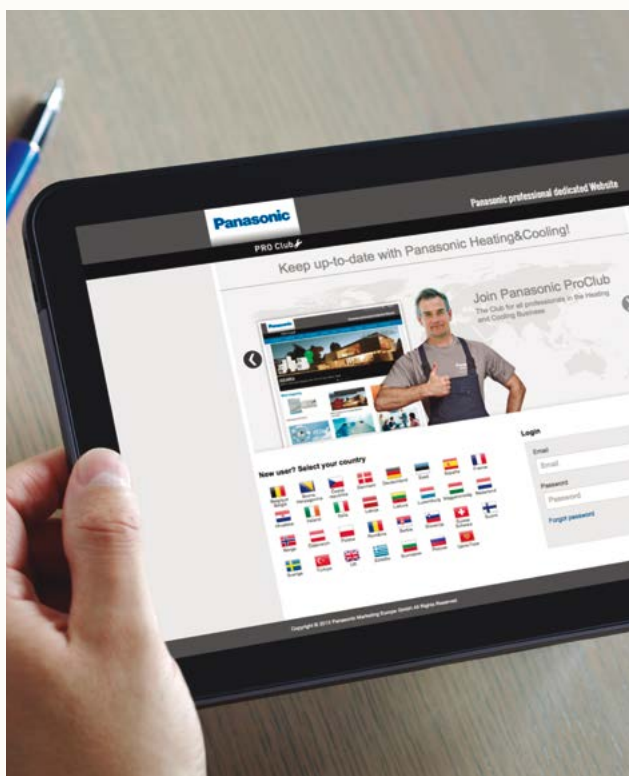
For a better understanding of your company's potential level, please refer to your Area Sales Manager.

HOW TO APPLY

IT IS VERY EASY TO APPLY TO BECOME A PRO PARTNER, SIMPLY FOLLOW THE 3 STEPS BELOW:

1. LOGIN TO PRO CLUB (IF YOU DO NOT HAVE AN ACCOUNT, PLEASE REGISTER)
2. GO TO THE PRO PARTNER TAB
3. FILL IN THE FORM AND SUBMIT YOUR APPLICATION

ALTERNATIVELY, PLEASE CONTACT US VIA EMAIL AT UK-AIRCON@EU.PANASONIC.COM OR VIA PHONE ON +44 (0)1344 85 3182.



PRO Club 

www.panasonicproclub.com

or connect simply with your smartphone to the PRO Club using this QR

PROJECTS & CASE STUDIES



Call centre retrofit. Woodhouse Environmental Services Ltd. Bourne, UK.
VRV



New condominium. Bergås Terrasse complex. Drammen, Norway.
Aquarea



Urban residential Mosaic Panama Pacifico. Republic of Panama.
Mini ECOi



Europa-Park is the second most popular theme park resort. 300 rooms. Germany.
ECOi



The National Grid's. Call Center refurbishment. Hinkley, UK.
ECO G

PRO Partners



www.panasonicproclub.com

or connect simply with your smartphone
to the proclub using this QR

Panasonic

To find out how Panasonic cares for you, log on to:
www.aircon.panasonic.eu

Panasonic Marketing Europe GmbH
Panasonic Air Conditioning
Hagenauer Strasse 43, 65203 Wiesbaden, Germany

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