

PPG celebrates five years of international partnership

At the end of February, the Perimeter Protection Group invited its international distributors to its first Distributor Meeting of 2018, marking the event's fifth anniversary.

Nearly 50 partners from 18 countries gathered at Security World, the company's in-house training and exhibition center, which is located close to the German factory. Here PPG offers its national and international customers, partners and employees the chance to be trained hands on with installed and operational products. Furthermore, there are separate training or conference rooms where basic theoretical knowledge is provided, using the latest audiovisual means.





Thorsten Grunwald, David Pratt & Morten Andreasen

On the agenda were not only the presentation of new products and giving individual training, but also interesting presentations of projects that PPG implements together with its partners around the world. A special highlight was the visit by Mr. David Pratt, former Minister of National Defence of Canada, who gave a rousing speech on global security.

Thorsten Grunwald, managing director/COO and patron of the event, says: "Good, direct communication with your partners and customers is one of the most important keys to success. Our Distributor Meeting offers a

professional, popular platform for this. This is also shown by the keen interest and the numerous, steadily increasing participation of our international partners. They appreciate, for example, the possibility of individual product training on installed products. Technical questions can be answered directly and clearly. New products can be presented directly live and in function and compared with those of other suppliers. In addition, we can define our wishes and goals in open dialogue with our partners, gain good insights into global markets and develop optimal joint strategies."



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The event was rounded off by the presentation of the Distributor of the Year Award. PPG awards this prize for great performance of its partners. This year Gunnebo Middle East took first place, closely followed by EZI Security Systems from Australia and Afsluitingen Noyez from Belgium, both in second place. And that was not all. After a joint American barbecue, the guests were surprised with a convivial Casino Night and the evening ended in a friendly atmosphere. ■

