

13th July 2020

ANNOUNCEMENT

Webinars to engage with end-users if you can't visit them

Dear Partner,

First of all, we hope that you and your families and friends are safe and healthy.

With current travel restrictions in place it is not possible in most countries to visit end-users. Spain is not an exception. To keep in touch with the end-users we have designed in our country a series of alternative activities with great success. Our intention is to do also these activities for you, in the international markets.

We are talking about on-line activities. On the one hand, we are in the process of creating different technical videos about our products. You will find the first video about Chemispill® in our YouTube Channel (<https://www.youtube.com/watch?v=OwmNeounqvQ&t=3s>).

On the other hand, we are planning to organize technical Webinars describing uses and advantages of our products, focused on the needs of the users of the products in the laboratories. The speakers will be Scharlab Product Managers and Product Specialists who will make themselves available to users and to make our knowledge available to them. **Customers will have to sign up to watch the webinar, which will provide valuable qualified sales leads that will be sent to you to follow-up.**

Please promote these webinars among your local customers. You can redirect the invitation to the webinar that we will send to your local target users.

Please let us know any topics you would like us to cover in future webinars.

If you have any questions or ideas on how we can support you during this challenging time then please do let us know.

Best Regards,

Anna Maria Pastor
Marketing Manager

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