



Mirus™

The UK's leading manufacturer of household and professional cleaning products since 1963.

Mirus™ is a UK market leader in the manufacture and supply of cleaning liquids, powders and tablets to suit all professional, retail and healthcare cleaning and hygiene requirements.

Operating a highly skilled workforce delivering manufacturing excellence, we are dedicated to providing customers with products known for their superior quality and performance. Our state-of-the-art manufacturing facility operates 24 hours a day and has an annual liquids capacity of over 50,000+ tons, with a weekly bottle production in excess of 1 million. We can supply low minimum order quantities as well as very large volume orders on a weekly basis direct from stock.

Our capabilities are second to none, offering quality products, a swift and proven distribution service and in-depth scientific and technical knowledge. Mirus™ is perfectly placed to provide its customers with excellent quality products and reliable customer service at highly competitive prices.



Our Mission

To be the number one choice in our markets. Developing environmentally responsible solutions to care for and protect people in commercial and everyday life. Pioneering health, cleaning and hygiene technologies.

The Opportunity

Mirus™ is currently undergoing a major new phase of growth and expansion in the UK and we are searching for enthusiastic and motivated businesses who are interested in taking our products to market. This is a perfect opportunity to create or further expand your business with your own client base by becoming a distributor through the Mirus™ Partner Programme.

We are trusted by some of the UK's and Europe's largest wholesalers and distributors and fully support the independent trade with market-leading professionally focused cleaning products. We are proud to offer strong and supportive customer relations allowing Mirus™ to collaborate with your team to meet all of your needs.

Interested parties should read this Information Pack and complete and return the attached Application Form. All applications are seriously considered from organisations of all sizes. Successful applicants will be presented with the relevant agreements and wholesale pricing.



Darren Langdon - Commercial Director

The Range



The Mirius™ range of **Super Professional** cleaning & hygiene products provide the perfect opportunity to help grow your business.

Trusted by professionals for over 40 years, the Super Professional range has been designed and developed with the professional in mind. With over 90 products available direct from stock, we offer fast and easy access to our full professional catalogue, with stock availability updated throughout the day.

All of our bleached based products are fully BPR registered and within the category many core products are BS EN 1276 and BS EN 13697 compliant. More than just industry leading cleaning and hygiene solutions, the Super Professional range is fully supported by our expert team who offer full training, technical and safety data sheets and comprehensive marketing materials.



Over 90 products
with full stock
availability



Support package
including training &
marketing



3-4 day
delivery



Substantial
margins



The Application Process

- 1 Carefully read and consider the offer in this Mirius™ Partner Programme information pack
- 2 Complete and submit the attached application form
- 3 Mirius™ will review your application and inform you of the outcome
- 4 Successful applicants will receive a distributor agreement
- 5 Applicants should complete and return the agreement
- 6 Mirius™ will duly execute the agreement and return a copy to the applicant
- 7 Mirius™ will send the applicant its wholesale price list, marketing and training materials

How it works

You buy Super Professional products from Mirius™ at wholesale prices and sell them to your customers at a price you determine.

- You sell the product directly to your customers, meaning that the customer pays you directly and you are responsible for delivering the products to your customers
- You will provide first-level support to your customers and we will provide support to you
- Your customers will have minimal contact with us

Who is it for?

Individuals and businesses who want to build and grow a customer base of their own, whether solely or in addition to their other products and services.

- Individuals and businesses who are happy to build a relationship with their clients and provide support
- Businesses that operate in the business-to-business sector
- Businesses with the capacity to support technical products, either directly or by outsourcing

Geographical Locations

We are looking to appoint Mirius™ Partners throughout the UK, Northern Ireland & Ireland.

Suitably qualified applicants may be eligible for exclusive geographic territories subject to negotiation.

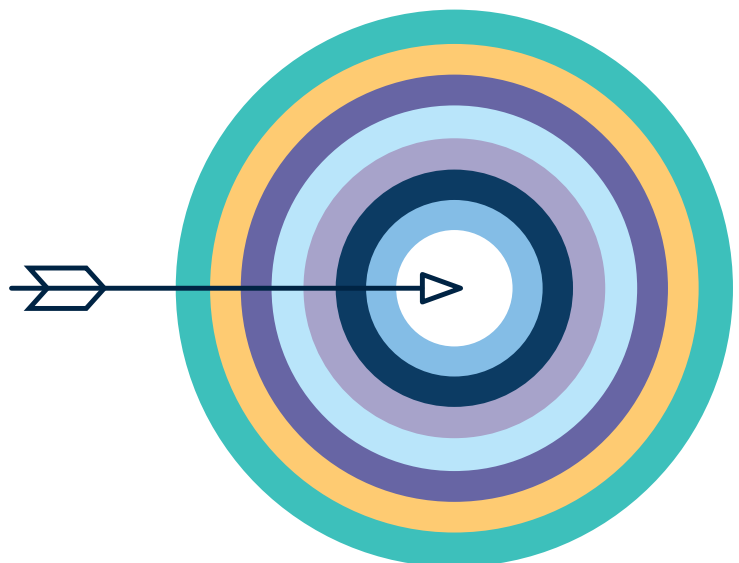
Becoming a Super Professional distributor will allow you to stand out in the market place, partnering with a company that is serious about supplying quality products.



Target Markets

Our Super Professional range is suited to lots of different industries and we have products suitable for almost any commercial environment. Below is a list of just some of the businesses in our target market:

- Restaurants and cafés
- Hotels, motels and resorts
- Shopping centres
- Bars, clubs and pubs
- Takeaway food outlets
- Universities and schools
- Airports and bus stations
- Offices and work places



On-Going Support

We will provide you with free on-going support, training and assistance as required.

Materials Provided

Authorised Mirius™ Distributors will be provided with:

- Wholesale price list (for Distributors)
- Marketing materials, literature and brochures
- Information on target markets and potential customers
- Training materials, manuals and technical information

We pride ourselves on giving the best opportunities for businesses to thrive and will always be there to support you every step of the journey.



Testimonials

1

"As a wholesaler we've been selling the Super Professional range for over 15 years and we've seen constant growth, but particularly in the last few months as the range has been redesigned and increased dramatically in size – it's fantastic! Super Professional is core to our business and our customers, we are more than happy to recommend other organisations to use Mirius. They are enthusiastic, very knowledgeable in their market sector and a pleasure to work with, plus we make great margins on the range."

Buyer - Large Midlands based Wholesaler

2

"Mirius are an extremely knowledgeable organisation that embody the 'can do' attitude that we need as we are only a small scale distributor. They are highly responsive and efficient. It's so easy with them, we get access to their extensive cleaning range, great resources and product specialists."

Owner - Small London based Distributor

3

"Undoubtedly we have secured new customers and large contracts through working with Mirius and listing the Super Professional range. They are extremely proactive with us as a business, continuously supporting our growth and providing us with the information and backing we need to have a strong advantage over our competition."

Head of Sales - Large Yorkshire based Distributor

How to apply

Just fill out the following application form and confidentiality agreement and post or email it back to us.

We will review your application within a few business days.

Return the following form to Mirius™

Mirius™

A Coventry Group Company
Woodhams Road, Siskin Drive,
Coventry, CV3 4FX, UK

Phone: +44 (0) 2476 639 739

Fax: +44 (0) 2476 639 717

sales@mirius.com

or visit:

www.mirius.com/distributor



Mirius™ Distributor Application Form

Applicant details

Name: _____ Position: _____

Company name: _____ Trading name: _____

Address: _____

_____ Country: _____

Phone number (business): _____ Phone number (mobile): _____

Email: _____ Website: _____

Business & profile experience

Current industry: _____

Company products & services: _____

Years experience: _____

Do you sell competitors' products or services that may be incompatible with ours? (please detail)

Do you have any sales or technical support staff? If so, how many staff do you have?

Please detail any relevant future plans for your business, including your intended use of our product lines

What is your current customer base? _____

Do you have key client accounts that represent large portions of your customer base? If so, who and what proportion?

What media and methods do you use to promote sales?

Please feel free to tell us anything else you think may be relevant to your application

Please also feel free to attach any supporting documentation



CONFIDENTIALITY AGREEMENT

Having declared to you that, in general principle, we have a genuine interest in becoming a distributor, we now request that, in your capacity as manufacturer / supplier ("Supplier"), you provide us with a copy of the most recent information describing the arrangement ("Information").

We/I undertake that the Information will be used for no purpose other than to assist in determining whether we/I/our client wish to become a distributor.

We/I agree that the Information and any other material made available to us by the Supplier or its Solicitors or obtained in meeting with any of those parties will remain strictly confidential. To maintain the confidentiality of the material and in return for the material being made available to us we/I agree:

- a) that the material will be distributed on a "need-to-know basis" only to senior executives or directors of our company, and consultants & financiers to the company and that such executives, directors' consultants & financiers will be bound to the terms of this agreement;
- b) that any copies made of the material will be for the purpose of internal corporate communications only and that a system will be instituted to facilitate the recovery of any such copies; and
- c) to undertake to return all material (and any copies taken) to the Supplier.

This undertaking shall not apply to information that -

- a) is at the time of provision or disclosure to the Company, or subsequently (through no fault of the company) becomes in the public domain;
- b) was already known to the company before the date thereof;
- c) is subsequently provided or disclosed to the company by a third person who has the right to provide or disclose it; or
- d) is disclosed by the company pursuant to any law or order of any court, of any governmental agency or other regulatory body with whose instructions the company is bound to comply.

Although we/I understand that the Supplier and its Solicitors believe that the material to be provided is accurate to the best of their knowledge, we acknowledge that no representation or warranty has been made as to the accuracy or completeness of the material. We/I agree that neither the Supplier nor its Solicitors has any liability to us or to any of our representatives arising from the selection or use of the material by us or our associates.

Signature:

Name: _____ Business Name: _____

Address: _____

Phone number (business): _____ Phone number (mobile): _____

Fax: _____ Email: _____

Please ensure the application form is filled in correctly and signed.

Please post to:

Mirius™ - A Coventry Group Company
Woodhams Road, Siskin Drive, Coventry, CV3 4FX, UK

A fantastic opportunity awaits.

We are stronger together

Contact us today for further
information or visit our website.

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Fax: +44 (0) 2476 639 717

sales@mirius.com

www.mirius.com/distributor





Don't delay, become a distributor today



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