



## MARKETING - SALES - AFTER-SALES OFFERING TAILOR-MADE SERVICES



With its numerous public and private research centres in all areas of expertise, France ranks second in Europe for purchases of scientific equipment.

Seeking to sell your equipment in France, but unsure how to penetrate the market ? Lacking the appropriate resources or expertise to get established ?

Or do you already have a structure in place, but find it to be ineffective or loss-making due to challenges in reaching critical size?

Founded in 1971, Elexience is a service company providing manufacturers with effective support, as needed, for the promotion, sale and maintenance of scientific equipment in the French market. Today, Elexience has over 50 employees, primarily engineers and technicians with expertise in sales, maintenance and applications support. With an annual turnover of some € 20 million, Elexience is an established partner with the investment resources to launch new techniques and products.

**Elexience has long been active in three primary areas of expertise via loyal partnerships:**

- SURFACE OBSERVATION AND ANALYSIS
- STRUCTURAL ANALYSIS
- ULTIMATE ANALYSIS

Our customer base is highly diversified, and we are present in numerous sectors, including metallurgy, chemistry, biology, biotechnology and the environment. We also maintain a strong presence in the semiconductor industry.

We work with partners to foster ties based on trust and transparency, encouraging their involvement in all phases of the services that we are offering. We strive to conform closely to the image that they are seeking to convey, particularly through communication actions. We keep them frequently informed about market conditions and our own activities via detailed forecasts. As such, our services actually serve to extend the activities of our partners, who remain regularly informed and involved.



**ELEXIENCE** 

has been ISO 9000  
certified since 1998



**For additional  
information:**

- **Visit our website:**  
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Through its services, ELEXIENCE offers interested suppliers access to an effective major organisation with an outstanding reputation among customers. Call on us to launch your products more quickly and offer localised monitoring with no risk and for a minimum investment: ELEXIENCE'S income is derived only from the margins earned on sales. ELEXIENCE fosters customised partnerships that take into account the working practices and methods of each company represented.

**OUR SERVICES:**

**Marketing and communication:**

- One full-time employee is in charge of implementing and monitoring the communication plan
- The communication manager works closely with suppliers
- We have access to a database of more than 7 000 names
- Elexience takes part in all major events and many dedicated shows

**Sales:**

- With Elexience, our partners enjoy access to a sales team with strong field presence
- Our knowledge of the sales environment enables us to quickly launch new products
- We keep our customers frequently informed about our activities and draw up detailed forecasts
- Our applications engineers provide sales and technical support and customer training
- Our facilities are equipped with demonstration laboratories

**After-sales service:**

- 17 skilled technicians and engineers provide installation and maintenance services
- With Elexience, our partners can guarantee their own customers callout times and continuous monitoring: our policy is to train at least two individuals on every equipment type
- As with sales, we provide our suppliers with callout reports and statistics, including uptime reports on the equipment serviced
- Elexience enjoys an exceptional reputation as demonstrated through regular surveys



**When you choose Elexience, you are choosing consistently superior service  
for you and your customers**