Dear partner,

The Manitowoc Company, being a reputed OEM (original equipment manufacturer), relies upon its distribution partners in order to be successful. Having great products and a famous brand are no longer the exclusive factors to be number one. Markets are constantly evolving and competition becomes fiercer every day.

This reinforces the need to understand the way our distribution channels serve our markets. By continuously surveying our customers, we will be closer to fulfilling their needs and expectations. To this extent, it has been decided by our Senior Management to launch a research focusing on final customers and end users of all Manitowoc products. We will send a simple questionnaire and invite them to fill it in.

This research is being applied to all the 3 main regions of the globe: Americas, EMEA (Europe, Middle East and Africa) and APAC (Asia Pacific). Hence, no markets are excluded.

All those answering the questionnaire will be collaborating with the Manitowoc Company to improve the way we serve customers and necessarily increasing the general satisfaction level. The initial rough data will be submitted afterwards for statistical analysis, and finally, the main conclusions will be formulated and supported using scientific methods. They will be sent to you in a reasonable time frame.

The survey is constituted of a set of documents which are listed below:

- A covering letter providing the necessary context and instructions for filling in.
- A questionnaire generated by a Word document to be opened and edited.

For any additional information, please contact your direct Manitowoc Sales Representative.

Kind regards,

Stephen Barnett
Sales Director
UK and Scandinavia