

Application Partner Network

Short introduction about the Application Partner Network

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Introduction

As a company with a global sales network and deep understanding of the market, Swarovski has comprehensive knowledge of various application companies and their services from around the world.

Based on this knowledge, Swarovski has developed a global partner network, made up of “*Official Application Partners*” and “*Authorized Application Centers*”. They offer a wide range of technical and product-related services, as well as tailored production solutions.

Being part of the Application Partner Network means to offer complete solutions to our customers (product + application). Further a Application Partner has to guarantee quality products, safe products (clear conformity) and to be in alignment with the Swarovski Standards and Code of Conduct.

Partner Levels

First Level - Official Application Partner

Premium strategic partner on international level

- + Exclusively offering Swarovski products
- + Excellent service on international level
- + Key partner for all application activities



Second Level - Authorized Application Center

Important service partner on international or national level

- + Prime but not exclusive focus on Swarovski products
- + Excellent service on national or international level
- + Key partner for selected application activities



Requirements

Partner within the Application Partner network have to fulfill additional requirements in terms of

- Professionalism and customer excellence
- Loyalty to Swarovski
- Sustainability, monitoring of compliancy and the maintenance of humane working conditions

Professionalism



Loyalty



Sustainability



Benefits for Application Partners

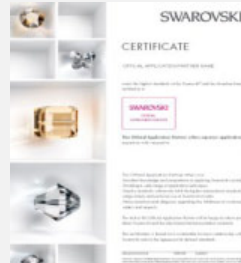
What we can offer to give you a competitive advantages:

- Exclusive Technical Support to increase your quality and efficiency
- Branding support package
- Turnover

TECHNICAL SUPPORT



MARKETING SUPPORT



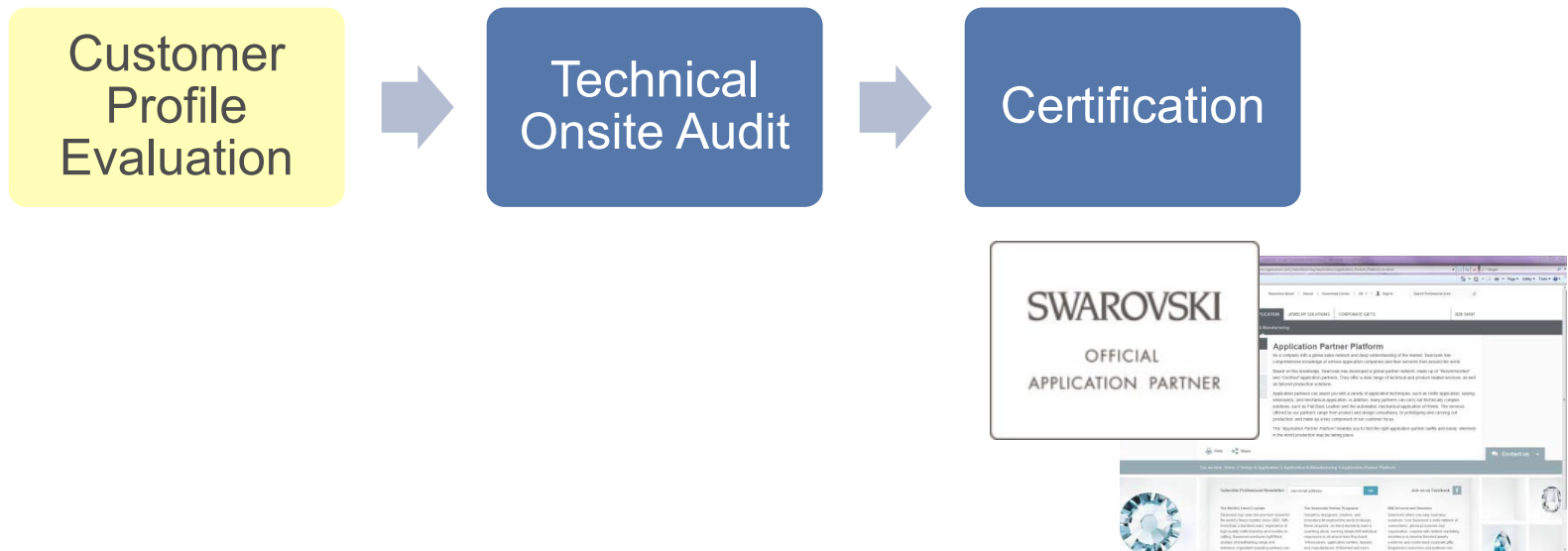
SALES SUPPORT

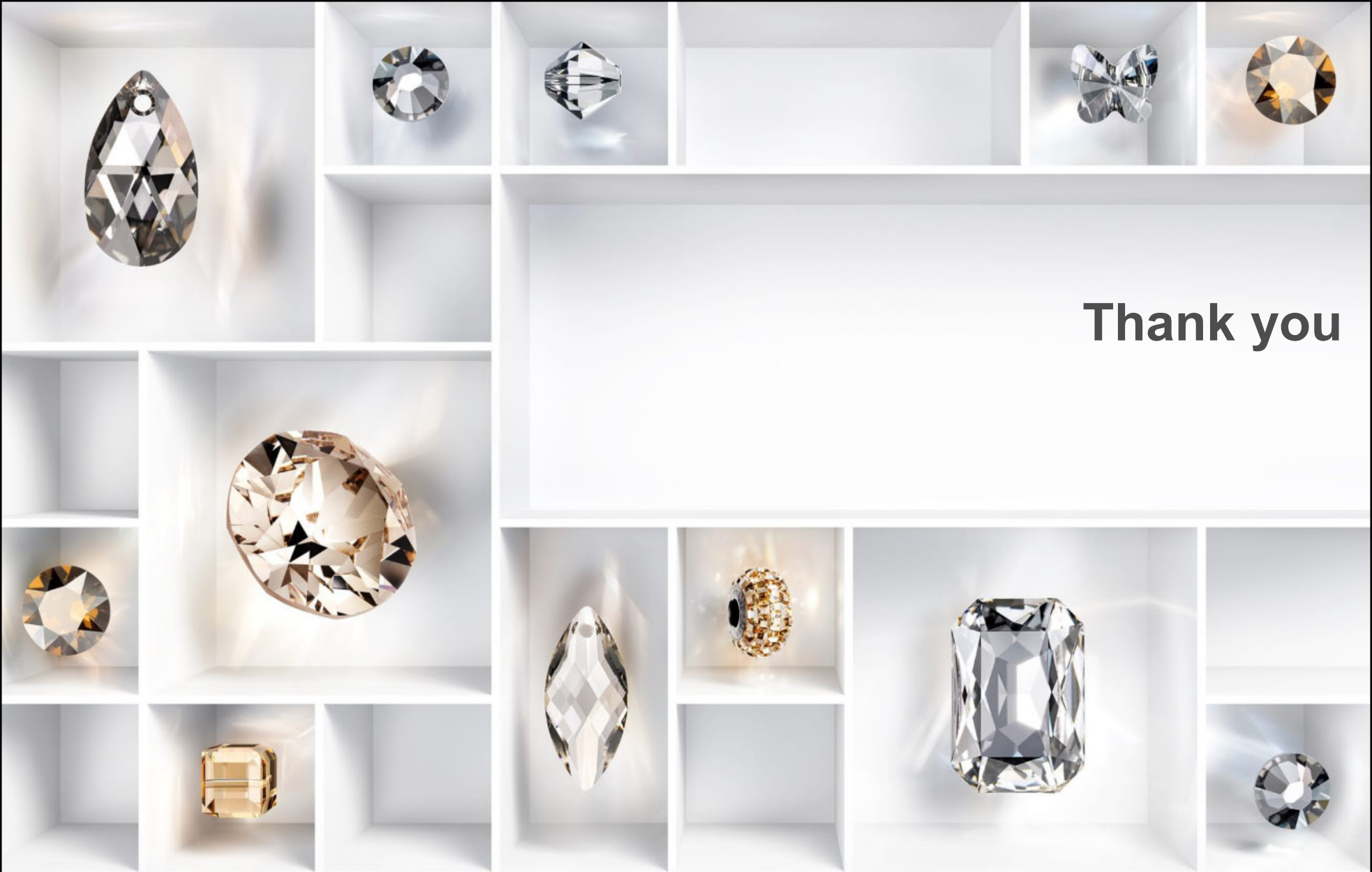


Certification Process

To become a partner of Swarovski you have to go thru different stages and evaluations. With this approach we guarantee partners which fulfil our high quality standard in terms of crystal application, customer orientation and environmental responsibilities.

The next is to do the “Customer Profile Evaluation”. Therefore a Member Swarovski will contact you and informs you about the procedure and what to do next.





Thank you

SWAROVSKI