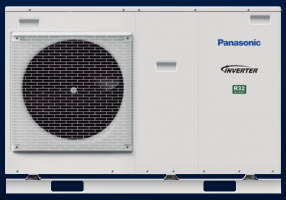
PRO Partners

Panasonic PRO Partner Guide



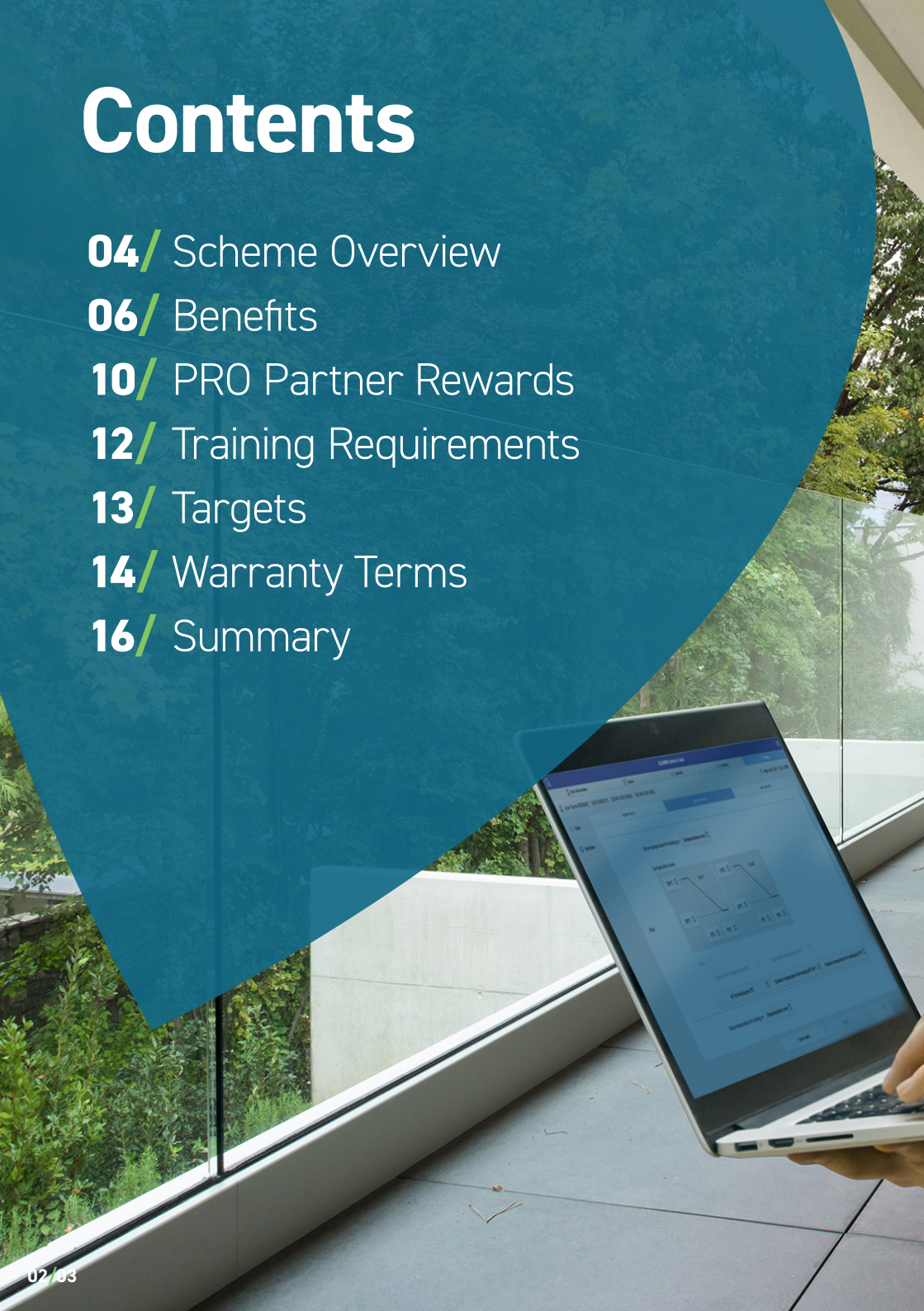




Panasonic

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Panasonic

Panasonic PRO Partner Guide

PRO Partners

Scheme Overview

Introduction

Designed to support the business development of installers who continually choose the quality and innovation of our professional and residential solutions, the Panasonic PRO Partner Scheme offers an extensive range of rewards, from extended warranties to business support of up to £800.

Our commitment to quality extends far beyond our products, which is why we have developed a partner scheme designed to support installers who value our solutions

The scheme is divided into three exclusive tiers, each offering a unique set of rewards to installers that trust the quality and reliability of Panasonic Heating and Cooling Solutions. Our three options have been meticulously designed to ensure that installers find the scheme that suits their exact business needs.



Accredited Installer

The Accredited Installer tier has been developed for installers that have completed a Panasonic Accredited Training course which is on PRO Club and can be done at any time.

Benefits:

- Warranty up to 5 years, subject to conditions, see page 14/15.
- Reward points that can be exchanged for clothing, merchandise and more
- Increased business visibility through our Installer Finder network, listed as an Accredited Installer

PRO Partner

To be eligible for PRO Partner status, installers must be committed to selling Panasonic products and they must complete Panasonic face-to-face training based in one of our UK training centres.

Benefits:

- Extended warranty of up to 7 years, subject to conditions, see page 14/15.
- Enhanced reward points that can be exchanged for clothing, merchandise and more
- Increased business visibility through our Installer Finder network, listed as a PRO Partner
- Business support fund

Elite PRO Partner

To become an Elite PRO Partner, installers must be true advocates of Panasonic Heating and Cooling Solutions, this includes completion of our face-to-face training courses in one of our UK training centres.

Benefits:

- Extended warranty up to 7 years, subject to conditions, see page 14/15.
- Enhanced reward points that can be exchanged for clothing, merchandise and more
- Increased business visibility and boosted sales through our Installer Finder network, listed as an Elite PRO Partner
- Enhanced Business support fund

Benefits

The PRO Partner scheme offers a myriad of benefits to enhance business opportunities for ambitious installers that are passionate about our products.



Increased Visibility on PROClub

The unique i-Finder feature available with our PRO Partner membership helps to provide exposure for installers. Installers are added to our network of world-class heating and cooling industry professionals, listed as either Accredited Installer, PRO Partner or Elite PRO Partner depending on their chosen scheme.

Customers can easily find trusted installers in their area using our i-Finder system, helping to maximise prospects and increase business visibility for all members of our PRO Partner scheme.

PRO Partner Rewards Portal

With each of our exclusive PRO Partner tiers, members can earn points on their installations which can be exchanged for Panasonic branded merchandise, clothing and more.

To begin earning points for installations, members of the PRO Partner Scheme must register their Panasonic unit on our PRO Club platform to begin earning points and subsequent Panasonic rewards.

With our Accredited Installer scheme, members are eligible to earn reward points for their installations whereas with our PRO Partner and Elite PRO Partner tiers, enhanced reward points are available to collect and spend as desired.

PRO Partner Rewards Portal

Several sales campaigns with opportunity to gain extra rewards across the year











Panasonic

Panasonic PRO Partner Guide

PRO Partners

Training Centres

Please speak to us about on site training courses



1 BURY, MANCHESTER

2 WELWYN GARDEN CITY

3 LIVINGSTONE

Training can be arranged on site for six engineers or more, or via our bespoke Air to Water Training van.

For our PRO and Elite PRO Partners our A2W van is also available to book for trade fairs and exhibitions (bookings must be made 4 months in advance).

Training Centre	A2W	RAC, PAC and VRF	CO_2
Bury	✓	✓	
Livingston (Coming Soon)	✓	✓	✓
Welwyn Garden City	✓	✓	

Business Support Fund

To support installers, and businesses with their business development, the Panasonic PRO Partner scheme offers PRO Partners and Elite PRO Partners an incredible business support package in the form of additional reward points. These contributions are designed to further the growth and success of installers' businesses with personalised sales literature, industry memberships, training courses and beyond. Our business support packages offer a world of opportunity to ambitious individuals that recognise the value of the Panasonic brand and will ensure that our installers continue to progress and thrive.

Reward points can be redeemed against Panasonic clothing and merchandise or services from the British Engineering Services Association on the PRO Partner rewards portal.

24hr Business Support Centre

As part of our commitment to support our installers with the PRO Partner Scheme, we aim to ensure that the administration is as easy as possible for our installers. You warranty registrations and points statements will be automatically updated by your scheme administrator if you have one, or alternatively we have introduced a 24 hr call centre and e-mail address, which can assist in the submission of commissioning forms, warranty registration and general PRO Partner requests.



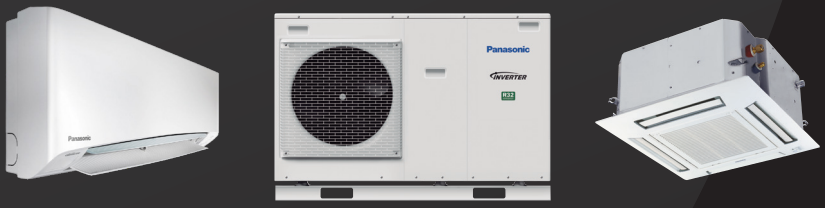
Introducing the NEW PRO Partner Rewards Scheme

Our new enhanced rewards scheme will offer installers additional benefits for their commitment.

Accredited Installers, PRO Partners and Elite PRO Partners will all be eligible to receive rewards based on their spend, depending upon their exclusive partnership status.

Points will be accrued on all items registered on the PRO Club platform and allocated to the member's PRO Partner rewards portal to be spent on clothing such as the Premium Cotton T-Shirt and Soft Shell Jackets, unique merchandise and BESA services from professional memberships to site cards.

Please note: The level of points earned will be based upon the list price of indoor and outdoor units installed and registered on the PRO Club platform.



Average Rates per Registered Unit







Training Requirements

A certain level of training is required for Installers to qualify for each scheme and the necessary qualifications must be renewed every 3 years.

Training can be completed within any of the Panasonic Training Centres throughout the UK inclusive of Manchester, Welwyn Garden City and Livingstone.

You must be signed in to Pro Club to see the training schedule

Training requirements are as follows:

Accredited Installer

Digital, online training – held directly through the Panasonic platform must be completed.

Which can be done in your own time.

PRO Partners

Panasonic face-to-face training must be completed at one of our centres.

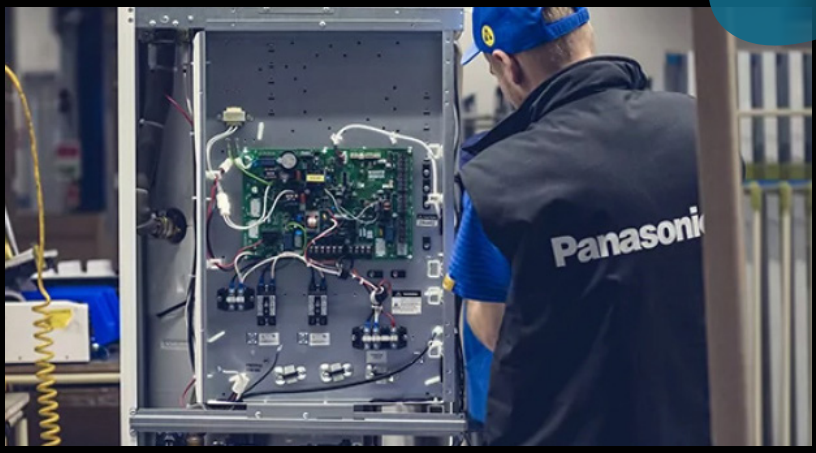
Elite PRO Partners

Panasonic face-to-face training must be completed at one of our centres.

Targets

To become eligible for the Panasonic business support fund, members of the PRO Partner or Elite PRO Partner tiers must first fulfil the necessary sales targets outlined by the PRO Partner scheme.

Targets are based upon the list price of indoor and outdoor units only and members of either the PRO Partner or Elite PRO Partner tiers must first satisfy all PRO Partner requirements for each product category before aiming to achieve the stipulated financial targets. Members must have successfully completed Panasonic training on each product range and have all certifications outlined within their contract.



Warranty

Panasonic offers a standard warranty of 3 years* on all RAC, PAC, VRF and A2W solutions installed by a qualified engineer.

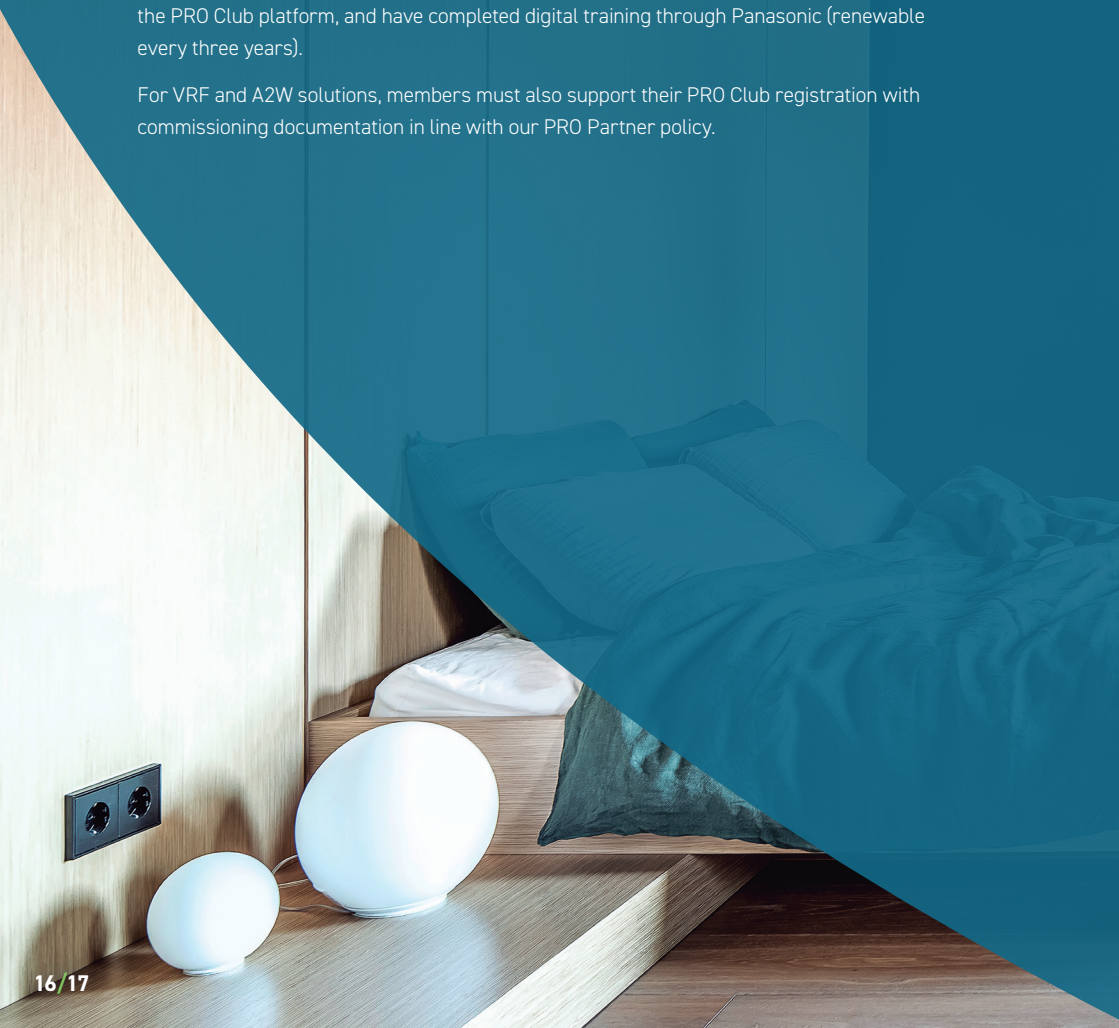
Accredited Installers

5 YEARS EXTENDED

5-Year Warranty*

To qualify for a 5-year warranty to cover RAC and PAC equipment, parts and labour members that select the Accredited Installer tier will have to have their units registered on the PRO Club platform, and have completed digital training through Panasonic (renewable every three years).

For VRF and A2W solutions, members must also support their PRO Club registration with commissioning documentation in line with our PRO Partner policy.



PRO Partners and Elite PRO Partners



7-Year Warranty*

To access our exclusive 7-year warranty for RAC and PAC solutions, PRO Partners and Elite PRO Partners must have completed face to face training through Panasonic (renewable every three years) in addition to their Panasonic units being registered on the PRO Club platform.

To ensure VRF systems are covered by the 7-year warranty, installers must also support their PRO Club registration with commissioning documentation, which can be sent in to our 24 hr support line.

For A2W systems, the above requirements must be met in addition to a successful cloud connection being made (CZ-TAW1) before installers can access the 7-year warranty as PRO or Elite PRO Partners.

*Subject to standard warranty Terms & Conditions.

Labour not included on 3 year A2W warranty

	RAC	PAC	VRF	Refrigeration	Chillers
3 Years Warranty	✓	✓	✓	✓	✓
5 Years Warranty	✓	✓	✓	✗	✗
7 Years Warranty	✓	✓	✓	✗	✗

Summary

PRO Partner Scheme Entitlement and Requirements per Tier

	Accredited Installer	PRO Partner	Elite PRO Partner
Training	Completion of Panasonic digital training course.	Completion of Panasonic face-to-face training course.	Completion of Panasonic face-to-face training course.
Signed Contract Required			
Warranty	Up to 5 years.	Up to 7 years.	Up to 7 years.
Business Support Fund	N/A	£400 per annum (Once 100% of target is achieved)	£800 per annum (Once 100% of target is achieved)
Reward Scheme			
i-Finder	Visible	Enhanced Visibility	Enhanced Visibility
Percentage of points earned on spend required	0.8%	1.2%	1.4%

	Cost	Accredited Installer points earned at 0.8%	PRO Partner points earned at 1.2%	Elite PRO Partner points earned at 1.4%
5 X KIT-BZ35-WKE	£3,965	32	48	56
5 X KIT-100PU3Z5	£14,945	120	179	209
5 X U-4LE2E5 + 4 x S-36MM1E5B	£36,675	293	440	513
WH-MDC07J3E5	£3.086	25	37	43

Promotion of BESA Membership

BESA is the trade body for the building engineering services sector. BESA members are active in installation, commissioning, maintenance and repair of heating, ventilation, air-conditioning and refrigeration services.

BESA members are required to pass a business audit and technical audit in order to be eligible to enter and remain within membership.

BESA helps members to win work, by promoting their technical competence and compliance to clients, procurers and specifiers across the UK.

BESA membership has a wealth of practical benefits, including in-house help and advice services:

- Legal & Commercial
- Health & Safety
- Employment Affairs
- Technical

There are many further discounts available helping businesses to stay competitive in these challenging times - **www.thebesa.com/member-offers/**

Costs

	IN SCOPE TURNOVER (£)	ANNUAL SUBSCRIPTION (INCLUDING AUDIT FEE)
Band 1	Up to 750,000	£780.00
Band 2	750,001 - 2,900,000	£2,750.00
Band 3	2,900,001 - 18,000,000	£7,000.00
Band 4	18,000,001 - 53,000,000	£17,500.00
Band 5	53,000,001 upwards	£25,000.00

Promotion of REFCOM Membership

REFCOM is the UK's number one provider of F-Gas Certification. REFCOM Certification Ltd was appointed by the Secretary of State for the Environment, Food and Rural Affairs (DEFRA) to operate a certification body under the stationary equipment provisions of the Fluorinated Greenhouse Gases Regulations.

REFCOM member companies are entitled to free F-Gas software, plus many other benefits.

REFCOM offers flexible F-Gas Certification packages depending on the size of your company.

Costs

SIZE OF BUSINESS	FULL CERTIFICATION (VALID FOR 3 YEARS)	FULL CERTIFICATION (VALID FOR 3 YEARS) (EFFECTIVE FROM 01/03/2022)
Micro (sole trader)	£119	£143
Small (2-9 engineers)	£153	£184
Medium (10-49 engineers)	£310	£372
Large (50+ engineers)	£680	£680

The F-Gas Certificate can be enhanced to REFCOM Elite demonstrating your commitment to best practice in the refrigerant management.

BESA Academy

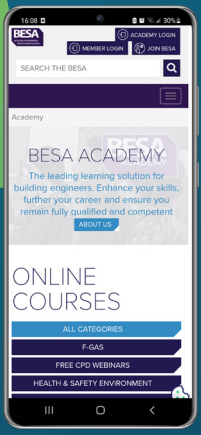
www.thebesa.com/academy

Launched in August 2020, the BESA Academy has had almost 6,000 enrolments across: 4 courses (2 of which are partnered with ME).

The Academy has gained considerable attention from the building services sector and having manufacturer input and sponsorship has attracted additional funding from the Cumbria LEP and the BEIS Green Home Grant Scheme.

Full BESA Members receive a 50% discount on all courses.

We are delighted to offer Panasonic Heating & Cooling a Discount Code for the PRO Partner Scheme to receive 20% of all courses.



	£	FULL PRICE
Health, Safety and Environment Course	76 +VAT	(full price £95 + VAT)
FGAS Renewal Category 1 and Category 2	236 +VAT	(full price £295 + VAT)
Working with Flammable Refrigerants	£76 +VAT	(full price £95 + VAT)
FGAS Awareness	£20 + VAT	(full price £25 + VAT)

*NB these full courses are sponsored by Mitsubishi Electric

CPD

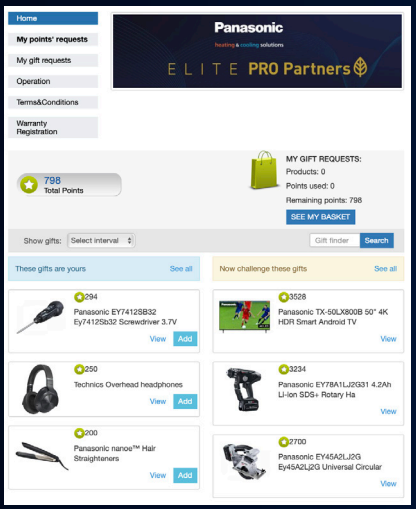
The Academy also includes free CPD which you are welcome to share with your PRO Partner Scheme members. The CPD content has been provided by BESA Affiliate Members and is CIBSE approved:

- History of Legionella & Legionella within Hot and Cold Water Systems – Altecnic
- Reducing Risk when Specifying Building and Industrial Services Pipework – Tata
- Air and Dirt Separation – Flamco
- Understanding Mechanical Ventilation with Heat Recovery for Commercial Applications – Airflow Developments
- HVAC System Air Filtration for Clean Healthy Indoor Air Quality – Camfil
- Monitor, React and Prevent Corrosion – HASL
- New Boilers on Old Heating Systems: Hydraulic Separation – Hamworthy Heating
- Compensation for Thermal Expansion – HASL
- Guide to Common Escape Routes – Smoke Control Association
- Euroclass A2 Vertical Façade Membranes – Smoke Control Association
- Metal Air Bricks for Building Applications into External Walls – Smoke Control Association
- Firestopping of Service Penetrations

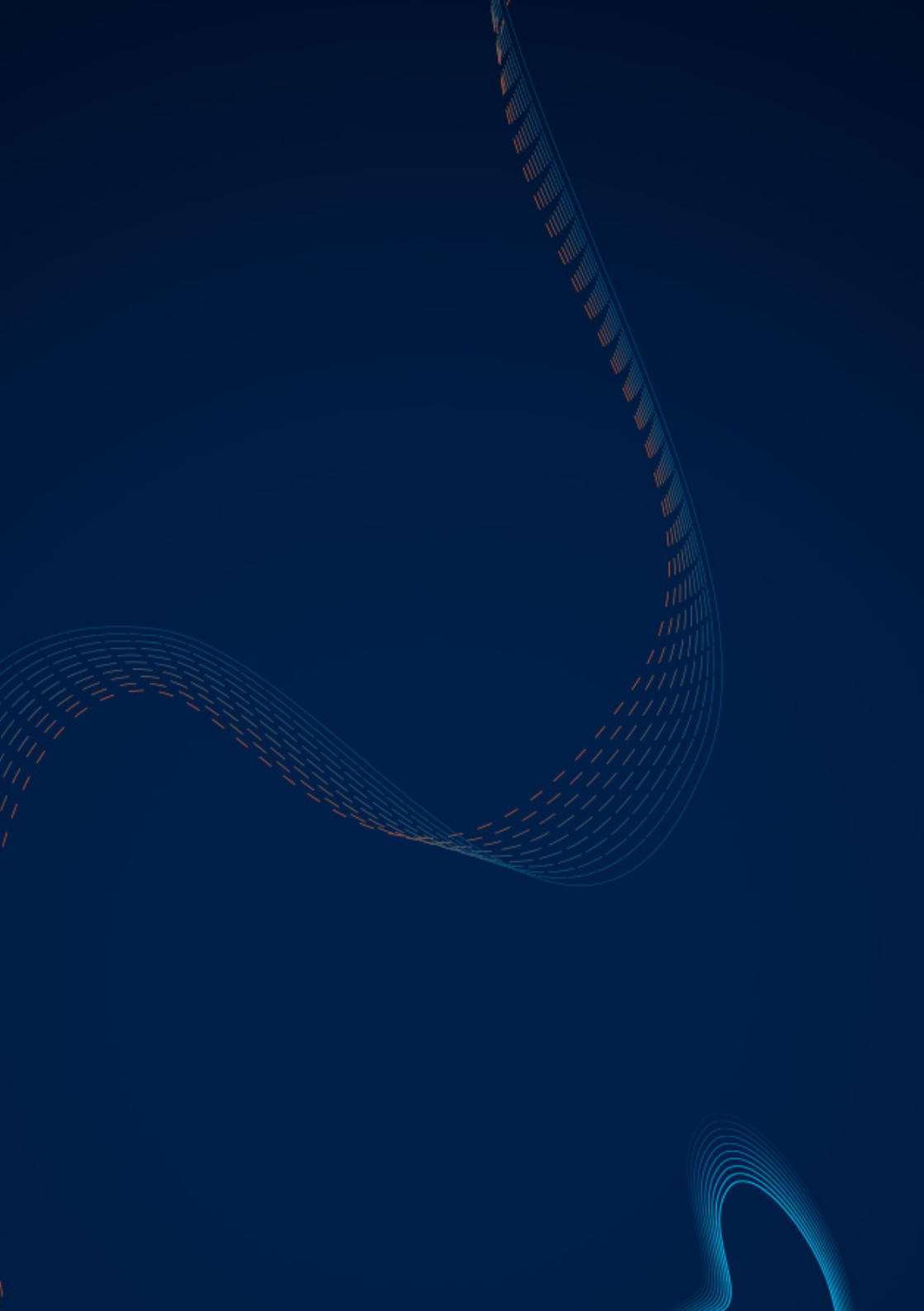
How to Claim

To use your aquired Pro Partner points you will need to be registered on the Panasonic Pro Club - **www.panasonicproclub.com** and be the PRO Partner admin for your business. This is set as the user details that you supplied on your registration form.

Once you're signed up, within the Pro Club you'll find your unique PRO Partner portal, where you will be able to see your points available to spend and the range of gifts available to you.



To claim additonal points, you can submit your warranty and commissioning forms using the warranty registation button, alternatively, you can leave it to us to register your points, by e-mailling your comissioning sheets to us at **propartner.uk@eu.panasonic.com**



PRO Partners

Contact

24 hour support service centre:

www.aircon.panasonic.eu/propartner

propartner.uk@eu.panasonic.com

01189 287 569

Panasonic