



## 2010 OEM AWARDS

Danfoss Turbocor Compressors Inc. (DTC) is proud to announce a new Customer Awards program for 2010. The objective of the program is to recognize the contribution that our customers make to the success of DTC, both in the past and as we move forward together in the future. In order to quantify the relative contributions of customers, we have devised a point system that captures the essential ingredients of commercial success for both DTC and our OEM customers.

The 2010 Award Winners are as follows:

### **Platinum (76 to 100 points):**

[Climaveneta S.p.A.](#)

[Cofely Refrigeration GmbH](#)

[McQuay International](#)

[Multistack LLC](#)

[Smardt Chiller Group, Inc.](#)

### **Gold (56 to 75 points):**

[Airedale International Air Conditioning Ltd.](#)

[Geoclima S.R.L.](#)

[opk Kälte- und Klimatechnik AG](#)

[RC Group S.p.A.](#)

[Star Refrigeration Ltd.](#)

### **Silver (40 to 55 Points):**

[Reisner AG](#)

[Thermal Care Inc.](#)

In order for a customer to qualify for Award Status, OEMs must purchase a minimum of 50 compressors and have a DTC-based product in the field for two years. The point system is summarized on the following page. Note that a perfect score would equal 100 points. Based on an evaluation by the DTC Key Account Manager and the Marketing Executive for each customer, a total number of points were assigned and the Award Status determined.



## OEM Customer Award Criteria

**1 = DTC COMPRESSORS ORDERED LAST 12 MONTHS**

Weighting = 2 point for <50, 6 for 51-100, 10 for 101-300, 14 for 301-600, 20 for >600.

**2 = # YEARS ACTIVE WITH DTC PRODUCTION UNITS IN MARKET**

1 point for <2, 3 points 2-4, 5 points = 5+.

**3 = DEDICATION TO DTC = PT. 1 IN % OF TOTAL NUMBER OF SCREWS AND CENTRIFUGALS ORDERED IN LAST 12 MONTHS**

3 points for <20%, 5 points = 21-50%, 7 points = 51-70%, 10 points = >71%.

**4 = USE OF DANFOSS TURBOCOR TRADEMARKS/TRADENAME IN MARKETING COMMUNICATIONS**

0 points for no, 5 points for yes

**5 = TECHNICAL EXPERTISE**

4 points for degreed mechanical engineer, 3 points for degreed electrical engineer, 3 points for degreed software engineer

**6 = FINAL PRODUCT TESTING FACILITIES**

0 points = no lab, 5 points = lab for performance testing, 10 points = certified lab.

**7 = INDUSTRY CERTIFICATIONS**

0 points = no certification, 5 points = ISO 9001, 10 points = ISO 9001 plus Eurovent and/or AHRI.

**8 = NUMBER OF SERVICE TECHNICIANS**

1 point for 0-5, 5 points 6-20, 10 points >21

**9 = DTC SPARE PARTS STOCK US\$**

1 point = <25k, 3 points = 26-99k, 5 points = 100-200k, 10 points = >200k.

**10 = OEM REVENUE IN US\$**

1 points for <50million, 3 for 50-200million and 5 for >200million.

**11 = GEOGRAPHIC COVERAGE**

1 point = national, 3 points = continental, 5 points = multi-continental.

**In order to move beyond Qualifying status, a customer must buy a minimum of 50 units, have a Danfoss Turbocor product in production for 2 years and achieve minimum points as follows: Silver = 40-55 points, Gold = 56-75 points, Platinum = 76-100 points.**

**Total Points**

**Final Customer Rating**