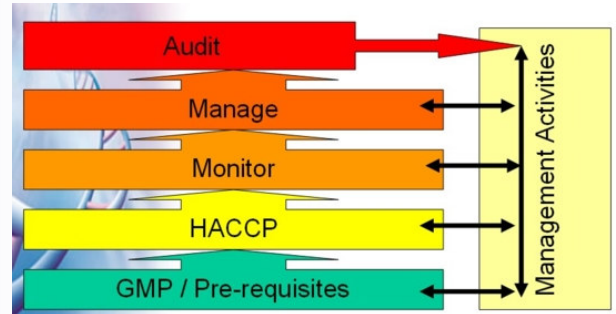


## HACCP Now – Marketing Partners

### Why Partner? Because Time is Money

Becoming a HACCP Now partner is designed for those companies and individuals who are actively involved in HACCP Consultancy or Training, Food Safety or Training or general Consultancy / Technical services to the Food, Packaging and sometimes other industries.



Our strategy is described in the diagram above and we have a solution for each and every level of requirement from Pre-requisites, through HACCP, Monitoring, Management of Corrective Actions and Auditing. This strategy models ISO 22000 for Food Safety Management Systems and underpins various global food safety standards such as BRC, IFS, EFSIS, EUREPGAP, etc.

We at HACCP Now take Food Safety seriously and we are looking for serious companies and individuals all over the world to get involved and benefit from our Marketing Partner network financially and in many other “spin off” ways.

The following commonly asked questions together with their answers will hopefully allow you to decide if becoming a HACCP Now partner could be good for you:

#### 1. Why Partner with HACCP Now?

We focus on providing software solutions to the food industry and operate predominately through our web site and through Marketing Partners. We provide a significant commission incentive scheme for all sales of HACCP Now and other related solutions that you make. By using our solutions yourself you will give an added technology and competitive edge to your business and also become expert in selling them. In summary, you get the technology and support you need and can enhance your earnings and competitiveness as a result of Partnering with us.

#### 2. What’s involved in a Marketing Partner Agreement?

We have a Marketing Partner Agreement that defines the terms and conditions of our partnership. This includes what you are authorized to sell and for what price and also what region or territory you have as your area. This can be geographical or vertical market sector or other specialism. Commission rates are defined depending on sales levels actually made. The more you sell the higher the commission available. We require a monthly fee for your Marketing Partner Agreement to cover the cost of the Consultants version of HACCP Now and the cost of time training and supporting you on an ongoing basis.

Read on for more information .....

## HACCP Now – Marketing Partner

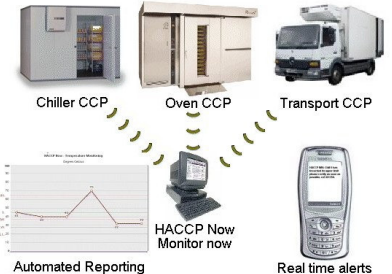
### Why Partner?

Because its helps your business

#### 3. How do I become a HACCP Now Expert?

We hold regular online training sessions that you, customers and other Partners can attend. This allows you to watch and listen to the trainer and also interact and use the software for real yourself. At the end of each training module for each solution you will then be tested and certified as competent in the use of the software. This then gives you the confidence to use and demonstrated the benefits of the solutions to your clients.

HACCP Documentation, Live CCP Monitoring & Corrective Action



“We chose HACCP Now because of its ease of use. The pictorial HACCP Instruction Cards made training of shop floor staff in their HACCP responsibilities fast and straight forward.”

**BAKERS OVEN**

Amanda Douglas, Technical Manager, Bakers Oven.

#### 4. When can I expect to make my first sale?

This depends on how quickly you get up and running and talking to your customers. In our experience it can be anything from a few weeks to a few months. The fact that we have solutions for all sizes of companies and for all aspects of food safety means that you always have something else to go back to your customers with to help improve their systems. On larger deals we can come and help present to the customer with you where practical.

#### 5. How do I get started?

Just email us at [info@haccpnow.co.uk](mailto:info@haccpnow.co.uk) and let us know that you are interested in partnering and we will get in touch with you to discuss availability, options and suitability.

#### Contact Details

##### Mail:

HACCP Now  
47 London Road  
Abbeyhill  
Edinburgh  
UK  
EH7 5SP

**Tel:** +44(0)131 208 0995

**Fax:** +44(0)131 777 8031

**Email:** [info@haccpnow.co.uk](mailto:info@haccpnow.co.uk)