



Reseller Partnership Programme

Quiet Rack Cabinets ~ Make A Sound Investment

Noise reduction cabinets are a flexible, low-cost alternative to dedicated server rooms.

7 Reasons to Choose Quiet Rack Cabinets;

- ✓ **Cost-Effective & Green** - server rooms are costly to build and run whereas quiet racks offer a fraction of the running costs with minimal initial investment
- ✓ **Cool** - innovative air-flow design for effective thermal performance
- ✓ **Lockable** - security features keep your equipment safe
- ✓ **Soundproof** - acoustic technologies reduce the noise to an unnoticeable level for a quiet working environment
- ✓ **Easy to Deploy** - just plug and go
- ✓ **Expandable** - just add another!
- ✓ **Portable** - easily relocated to another room or building



7 Reasons to Become an Acousti Products Authorised Reseller;



- ✓ **Cutting-Edge Products** - gain access to a wide range of innovative solutions ahead of your competitors
- ✓ **Integrated Solutions** - provide more complete solutions
- ✓ **Generate Sales** that your customers will appreciate
- ✓ **Support** - great support & training from our friendly & helpful experts
- ✓ **Anticipate** - stay ahead of your customers' requirements
- ✓ **Tried and Tested** - benefit from our comparative performance data
- ✓ **Demo Suite** - use of Acousti Products unique demonstration facilities

Find out more about how you can benefit from our Quiet Rack Reseller Programme overleaf.



01494 240100
www.acoustiproducts.com



Reseller Partnership Programme - More Info

When you partner with the quiet rack experts we give you the tools and training to **empower your sales team** to spot and maximise 19" rack opportunities; **improve your project turn-around time** with our 2 hour priority response on urgent quotes; **market rack products** via the internet / print with your own branding and give your clients our unique "**Best Choice, Best Advice, Best Price, Satisfaction Guaranteed**" promise.



Seven Reasons to Become an Acousti Products Authorised Reseller;

- ✓ **Cutting-Edge Products** - gain access to a wide range of innovative solutions ahead of your competitors. We offer the **BEST CHOICE** of cutting-edge quiet rack cabinets in the UK to suit a whole range of IT equipment, location, budget and aesthetic needs. Having quiet racks on your sales portfolio will enhance your reputation and differentiate you from your competitors.
- ✓ **Integrated Solutions** - provide more complete solutions. Your customers can easily become baffled by the options and combinations of IT products available. Being able to advise and supply the right integrated solution is vital - without access to quiet and specialist racks you may be at a disadvantage.
- ✓ **Generate Sales** that your customers will appreciate. You get the opportunity to cross/up-sell. Your customers get a cost-effective, green, cool, lockable, soundproof, easy to deploy, expandable and portable solution. They also benefit from being offered the **BEST PRICE** and our **SATISFACTION GUARANTEE** which means we are so confident that your client will be satisfied with a rack recommended by us we offer an upgrade facility if they are not. No one else can or does offer this level of reassurance.
- ✓ **Support** - great support and training. We offer targeted training, marketing resources and a **2 hour priority response on urgent quotes** provided you are able to give us the necessary information. We work with you to support your business goals.
- ✓ **Anticipate** - stay ahead of your customers' requirements. Your customers depend on your ability to match their needs with new and emerging IT products. Most end users are unaware of quiet racks and their benefits and rely on you to make that recommendation.
- ✓ **Tried and Tested** - benefit from our comparative performance data. Because we are not a manufacturer we have an unbiased approach. We have independently tested and rated the different cabinets available and can make first hand comparisons based on a whole range of relevant factors including both objective technical readings and subjective assessments. This means we can help you provide **BEST ADVICE** without you having to buy all the cabinets and do the testing yourselves!
- ✓ **Demo Suite** - use of Acousti Products unique demonstration facilities. Our demo room gives you and your customers the chance to hear and compare the effectiveness of different cabinets, side by side.

To start your profitable partnership with Acousti Products contact our Channel Account Manger Jonny Marris - direct dial 01494 240 104.



01494 240100
www.acoustiproducts.com

Reseller Partnership Application (v1.6)

Acousti Products invite all our Resellers to make use of the multi-lateral support and collaboration we can provide, with the aim of helping you sell more quiet racks.

As well as offering a range of basic benefits & services such as a Client Protection Policy, Best Price Guarantee and 30 day credit terms (subject to check), we also offer a range of optional services called 'Associated Benefits' which we can provide to help you actively market, promote and support the quiet racks you purchase from us.

These additional services include marketing materials, use of loan racks for exhibitions / displays and use of our demo room to showcase the available quiet racks to your clients. We can even provide quiet rack training for your sales and technical staff. Most of these services we provide for free, else we charge a small amount to cover our direct costs (such as shipping of a loan rack). The list of advantages we offer goes on, but most importantly remember that if you think there may be a way in which we can help you, then please do ask us!

Filling out and returning this form, allows us to offer you the basic services as well as giving you the option to make use of the Associated Benefits as well. All applications for credit and orders for goods are accepted subject to the Acousti Products Terms & Conditions of Sale and Use to the exclusion of any other terms & conditions that you may purport to introduce.



| | |
|----------------------------|--|
| Full Trading Title: | |
| Invoice Address: | |
| | |
| | |
| Postal/ Zip Code: | |
| Telephone Number: | |
| Fax Number: | |
| Company Reg No.: | |

| Accounts Payable | |
|--------------------------|-------------------------|
| Name: | |
| Telephone Number: | |
| Email Address*: | *See point 8.5 attached |

I hereby certify that the above details are correct and that I have read and accept the attached Terms and Conditions of Sale.

Signed:

Position:

Print:

Date:



01494 240100
www.acoustiproducts.com

Acousti Products Terms of Sale and Use:

Interpretation

1.1 In these terms:

"Acousti" means Acousti Products Limited (registered in England with number 4514007)

"Acousti Material" means any documents, plans, drawings, specifications, details, data or other information provided by ACOUSTI to the Client relating to the Goods

"User" means the person, firm or company either purchasing or using our products

"Reseller" means the person, firm or company who purchases goods from ACOUSTI to sell them on to their own client(s).

"Associated Benefits" refer to any services provided by ACOUSTI to the RESELLER which are not part of the normal purchasing process. These include but are not limited to quiet rack training for staff, white label marketing and satisfaction guarantee.

"Third Party Material" means any documents, plans, drawings, specifications, details, picture or any other record of information in any form provided by any other third party including our distributors or resellers

"Goods" means the goods (including any instalment of the goods or any parts for them) which ACOUSTI is to supply in accordance with these Terms

"IPR" include but are not limited to copyrights, patents, utility models, trademarks, design rights (whether registered or unregistered), database rights and proprietary information rights

"Terms" means the standard terms of use of our products set out in this document

"Writing" and any similar expression, includes electronic mail, facsimile transmission and comparable means of communication

Terms

1.2 A reference in these Terms to a provision of a statute shall be construed as a reference to that provision as amended, re enacted or extended at the relevant time.

1.3 The headings in these Terms are for convenience only and shall not affect their interpretation.

Basis of Use

2.1 Any typographical, clerical or other error or omission in, any sales literature or any Acousti Material or any Third Party Material shall be subject to correction without any liability on the part of ACOUSTI. Actual products may vary in appearance to those shown on this or a third party's website.

2.2 Unless otherwise agreed in Writing by ACOUSTI all specifications and particulars of the Goods submitted by ACOUSTI are approximate only and statements in relation to the same, samples, drawings, models, illustrations or other descriptive matter, whether contained in ACOUSTI's website, catalogues, price lists or otherwise shall be regarded as descriptions only and not binding as to detail. ACOUSTI reserves the right to amend, improve or otherwise change product specification without notice.

2.3 ACOUSTI reserves the right to make any changes in the specification of the Goods which are required to conform to any applicable statutory or E.U. requirements or, where the Goods are to be supplied to ACOUSTI's specification, which do not materially affect their quality or performance.

2.4 The Authorised Reseller Partnership Programme and the ASSOCIATED BENEFITS are provided free of charge or at cost to the RESELLER on the basis that ACOUSTI is the sole supplier of acoustic 19" racks to the RESELLER. ACOUSTI reserves the right to revoke Authorised Reseller Partnership status and benefits if the RESELLER purchases quiet racks elsewhere.

Intellectual Property Rights

3.1 The property and other IPR in any Acousti Material or anything produced or used by ACOUSTI shall vest solely with ACOUSTI and may not be reproduced except with the express written consent of ACOUSTI.

Liability

4.1 The User is solely responsible for satisfying himself as to the suitability of the Goods for any particular purpose and the Client relies solely on his own skill and judgement and not ACOUSTI's skill and judgement in determining such suitability.

4.2 Except in respect of death or personal injury caused by ACOUSTI's negligence, or liability for defective products under the Consumer Protection Act 1987, ACOUSTI shall not be liable to the User by reason of any representation (unless fraudulent), or any implied warranty, condition or other term, or any duty at common law, for loss of profit or for any indirect, special or consequential loss or damage, costs, expenses or other claims for compensation, including data loss whatsoever (whether caused by the negligence of ACOUSTI, its employees or agents or otherwise) which arise out of or in connection with the supply of the Goods (including any delay in supplying or any failure to supply the Goods) or their use or resale by the User.

4.3 No responsibility or liability can be borne by ACOUSTI for damage or loss incurred either directly or consequentially, including data loss, due to the following;

4.3.1 Incorrect product selection.

4.3.2 Installation of the Goods is at the User's own risk. For the User's own safety and to avoid damage to computer equipment, or any other equipment, we strongly recommend the User read the installation instructions available on this website or supplied with the Goods before installation. If the User has any doubt about their own ability to install the Goods then a qualified engineer should be employed to do the work.

Terms & Conditions - Page 1 of 2

Acousti Products Ltd, Cairn House, Elgiva Lane, Chesham, Bucks, HP5 2JD, UK

www.acoustiproducts.com info@acoustiproducts.com Tel: +44 (0)1494 240 100 Fax: +44 (0)870 922 3971

4.3.3 The User incorrectly fitting Goods so that they obstruct airflow, or are placed too close to components and not leaving reasonable and sufficient space for airflow and normal cooling. It is the responsibility of the User to position the Goods appropriately to facilitate the normal functioning of other internal components in equipment.

4.3.4 Application of the Goods to non-suitable surfaces e.g. unclean surfaces on which dust, oil, grease or other debris have gathered.

4.3.5 Application of the Goods directly against integrated circuits (ICs) and/or computer components such as heat sinks, hard disk drives (HDDs) and other optical drives.

4.3.6 Any modifications made to Goods by the User without explicit written approval.

4.4 It is the User's responsibility to monitor equipment (including computer CPU temperatures) after installation of our Goods to ensure the equipment is operating at a safe temperature. In computer equipment it is also the User's responsibility to monitor the temperatures of HDDs and other 'warm' components, such as graphics cards.

4.5 The RESELLER must notify ACOUSTI if there is any problem, damage or inconsistency with the goods within 3 working days of delivery. After this time the purchaser will be deemed to have accepted the goods and ACOUSTI shall not be liable to the USER or RESELLER for damage, missing items or other inconsistencies and can reject any subsequent claims regarding such.

Warranty

5.1 In the event of any claim by a User regarding a product defective by reason of improper workmanship or materials within 12 months from supply by ACOUSTI, the replacement, repair or refund of goods will be made at ACOUSTI's sole discretion as to the suitability of the claim.

5.2 Any modifications made to Goods by the User will invalidate ACOUSTI's warranty.

Payment and Delivery

6.1 Full payment is required in advance for all purchases unless otherwise agreed. We reserve the right to decline acceptance of an order if we deem there is a good reason for doing so. If we export an order to an address outside the UK, the total order charge made does not include any international customs and/or brokerage fees and the purchaser accepts responsibility to pay such charges including local sales taxes imposed by the country to which the goods are shipped.

6.2 Value-Added Tax (VAT) will be added to orders automatically if applicable and this amount will be calculated and shown on the invoice.

6.3 Invoices will normally be sent electronically and such transmission and receipt will be deemed legally binding as if they had been posted and delivered via the normal postal services.

6.4 Trade Credit may be given (or revoked without notice) at the sole discretion of Acousti Products Ltd. For Trade Credit account customers, payment is due 30 days from the date of the invoice unless otherwise agreed. The purchaser agrees to pay promptly in accordance with these terms. Interest will become due on overdue accounts at NatWest Base rate plus 3% pa accruing on a daily basis.

6.5 Individual product prices do not include delivery and a delivery charge will be automatically added to each order placed.

6.6 Cancellation of confirmed orders will incur a restocking charge plus any additional charges incurred by Acousti Products Ltd. These are at the sole discretion of Acousti Products Ltd but as a guideline the normal minimum cancellation charge is 25% of the value of a confirmed order.

Retention of Title

7.1 Notwithstanding delivery and passing of risk, property in and title to the goods shall remain with the seller Acousti Products Ltd until ACOUSTI has received payment of the full price of:

a) all Goods the subject of the Contract and

b) all other goods supplied by ACOUSTI to the buyer under any contract whatsoever.

7.2 Payment of the full price shall include, without limitation, the amount of any interest or other sum payable under the terms of this and all other contracts between ACOUSTI and the buyer.

General

8.1 If any provision of any contract held by ACOUSTI and another party or any provision of these Terms is held by a court or other competent authority to be invalid or unenforceable in whole or in part the validity of the other provisions of the contract and/or Terms and the remainder of the provision in question shall not be affected.

8.2 The Contracts (Rights of Third Parties) Act 1999 shall not apply in relation to any contract held by ACOUSTI and another party and/or any provision of these Terms.

8.3 Any contract held by ACOUSTI and another party and any provision of these Terms shall be governed by the laws of England, and the Client agrees to submit to the exclusive jurisdiction of the English courts.

8.4 By purchasing or using our products you are accepting the terms and conditions here set out.

8.5 The RESELLER consents to receiving occasional email correspondence from ACOUSTI which does not directly relate to any current enquiry the RESELLER may or may not have open with ACOUSTI at any given time. The correspondence will contain news and developments in the quiet rack industry as well as relevant topics and items of interest. These will be sent no more frequently than once per calendar month. Acousti Products will not release any of your details to any third party without your express consent. If you wish to opt out of this correspondence then please do so in writing to sales@acoustiproducts.com.