Based in the Netherlands, Triple A Trading (TAT) began representing ACS equipment last year, in Austria, Belgium, Luxembourg, The Netherlands, Germany, and Switzerland. Since then, they have called on dozens of prospective customers and now have ACS caging racks installed in several facilities.

TAT’s Managing Director René Logtenberg is clearly enthusiastic about ACS’ technology and products. In TAT’s July newsletter, he tells the story of how Paolo Tamborini (ACS European Sales and Marketing Director) introduced TAT to ACS equipment and the success he envisions for our partnership in Europe.


“After a visit to the ACS factory and some laboratories in Denver, I was convinced of the quality of their products but also impressed by all the advantages offered by these innovative caging systems,” stated Triple A Trading’s René Logtenberg. “However convinced, I was still a little nervous for our first market introduction in September, 2011 in Dresden, Germany. These caging systems are very innovative and you need innovators who understand the benefits of these products. But I did not expect the overwhelming positive response that Paolo and I received during all the congresses in 2011. Also, I did not expect we would do a few cage installations in our territory within the short period of seven months after the date of introduction.

Welcome to the summer of 2012, and what a summer it has been here in Colorado! Only two months into the season, terrible fires, subsequent flooding and serious drought have left their mark. I am happy to report that after this rough start, we are enjoying the calm before what we hope is not the next storm.

Amidst all the chaos in our neighboring communities, ACS is thriving and running like a well-oiled machine. No drought in this industry! Sales are pouring in and new product development is moving forward at a strong pace. We are looking forward to making several exciting product announcements at this year’s National Meeting.

The next few months will continue to require a sharp focus – bustling production, design and engineering refinements, sales and service excellence. With others experiencing so many challenges, we are grateful for ACS’ robust health.

As always, thanks to our customers, our team and our sales staff for a great first half of the year.

Steve
It is now important to stay alert and create even more success in 2012. The upcoming congresses are again a challenge for Paolo and me, and we look forward to it. Triple A Trading has an excellent technical staff to provide excellent service; however, ACS products are in fact free of maintenance! The allergen-free aspect (of ACS' rodent caging) is extremely important, and I have the feeling that most of the animal technicians simply cannot imagine how it is to work in an odour-free environment and still have almost twice the mice density against almost zero costs for power consumption. Simply brilliant! ACS is also busy all the time to create new products, and we can show more during the coming exhibitions in 2012. Nowadays we have more types of lids, for example, for an easy-to-remove water bottle or a water pouch and many other options. Single-use cages are also available.

Hans van Voorst and Nans Logtenberg started TAT in 1992. René joined the company in 2002. In addition to representing Animal Care Systems, TAT produces water replacements and their RFID brand. René sees plenty of opportunity for ACS equipment in Europe. "It's all about the unique, motor-free technology and high density. A different and better approach can compete well in this market," he says.

Like all of ACS' reps and distributors, René enjoys "how nice it is when you can make a customer happy with a solution. The biggest challenge, of course, is to create something new and improve things. Keeping the customer satisfied is critical, and after-sale is even more important than the sale," he says. "I only wish I had more time, because visiting clients and customers is still what I like the most. Maintaining your enthusiasm is key."

Paolo has been doing a great job of putting together a strong network of European distributors for ACS. We have a bright future there, thanks to distributors like Triple A Trading!

South America Update

ACS Sales Director Rich VanDewater recently paid a visit to our distributors in South America: Sellex in Brazil and Microlat SRL in Argentina.

Flying into the enormous city of Sao Paolo, Rich spent a few days conducting refresher training for the Sellex team, meeting with Rafael Papp, Agnaldo Morais, Alexandre Soares, and their colleagues. They also made some local sales calls. The last evening there, Rich treated everyone to dinner at the renowned steakhouse Fogo de Chao. Sellex has represented ACS equipment for eight years. Principal owner Roberto Werebe is based out of the Washington DC area. "Brazil is working hard to raise their research standards. More facilities are seeking AAALAC accreditation," says Rich. "Brazil's economy is very strong, with lots of sales potential. It's an up and coming market."

Rich also paid his first visit to Microlat's headquarters in Buenos Aires. Rich was impressed with "this beautiful, very European city." Majority owner Rodolfo Manzanelli took Rich all around the city. "He is an extremely good host," says Rich. The Microlat team, including managing partner Gonzalo Briner, enjoyed learning more about the advantages...
OptiMICE® Featured in Lab Animal Magazine Article

An article in the July issue of Lab Animal News features an in-depth study conducted by the Academy of Athens. The story is on page 192 and is titled "The effects of different types of individually ventilated caging systems on growing male mice." The study compares Tecniplast’s Blue Line IVC Sealsafe caging to ACS’ OptiMICE, and analyzes food and water consumption and weight, as well as where within the cage the mice preferred to rest.
ACS equipment in China. Biotimes Technology, Ltd. will cover sales in North China including Beijing; Tianjing, Hebei, Liaoning, Jilin, Shanxi and Sandong provinces; West China including Chengdu province; and Hong Kong:
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