

Advancing Expertise: Technical Training for South American Partners



Hands-on
& in the
classroom
training
sessions

Inside!

Technical training in Brno provided South American partners and distributors with hands-on experience, in-depth product knowledge, and practical skills to better support their customers and promote Wienie-Pak solutions more effectively.

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Technical Training in Brno – South America.

We recently had the pleasure of organizing a comprehensive technical training session for our valued partners and distributors from South America. This event provided an excellent opportunity to deepen their knowledge of our Wienie-Pak products, improve their practical skills, and exchange valuable experiences with industry peers. Most importantly, it strengthened their ability to deliver better solutions and support to their customers.

Key Topics Covered

The training was designed to provide a well-rounded understanding of our Wienie-Pak products and their applications. The main topics included:

- **Wienie-Pak Product Explanation** – A detailed overview of the features, benefits, and unique selling points of our products, helping partners position them effectively in the market and provide informed recommendations to customers.
- **Stuffing Process with Practical Application** – Hands-on training at our Innovation Centre, where participants gained practical experience with product stuffing, enabling them to offer better guidance and solutions to customers.
- **Troubleshooting** – Identifying common issues and implementing effective solutions to ensure smooth operation and increased customer satisfaction.
- **Market Discussion & Experience Sharing** – An interactive session where participants shared insights into market trends, customer feedback, and strategies for positioning our products to increase customer value and sales.



Hands-on Training



Brno Innovation Center



Marel Frank-A-Matic



Classroom Training

Enhancing Product Knowledge and Sales Expertise

Beyond technical skills, the training also focused on how to present our products to customers in a clear and compelling way. We explored the benefits that set our solutions apart from competitors and demonstrated how to communicate these advantages to potential buyers. This knowledge strengthens our partners' ability to meet customer needs, increase satisfaction, and build long-term relationships.

By equipping our partners and distributors with in-depth product knowledge and practical experience, we aim to strengthen their confidence in promoting our products and providing effective technical support. This ensures that customers benefit from better product performance and more reliable service.

Looking Ahead

The feedback from participants was overwhelmingly positive, with many expressing appreciations for the practical approach and interactive nature of the training. We are committed to continuing these training initiatives to further develop the expertise of our partners and help them deliver greater value to customers.

A note from our Partners —

Dear Viskoteepak team,

I would like to express our sincere gratitude for the amazing experience last week. The opportunity to see the entire production process 'in situ' was invaluable and being able to test real equipment and formulations gave us the chance to experience a complete production cycle. This hands-on approach allowed us to better understand the various factors that influence casing performance and how to adjust them for optimal results.

Moreover, the warmth and hospitality shown by everyone was truly appreciated. From the thoughtful preparation of coffee and lunches to special dinners and a personalized tour around Brno, the kindness and generosity of the team made the entire experience even more memorable.

Thank you once again for such a wonderful and enriching experience.

Warm regards,

Agustina y Lucia



We look forward to hosting more sessions in the future and continuing to support our partners in delivering exceptional value to their customers.



Always around

