
From: sales@hampdon.com.au
Sent: Monday, 21 October 2019 1:38 PM
To: Adjudication
Cc: Hatfield, David; Cramond, Tessa; Bell, Simon
Subject: RE: ACCC correspondence - Weldclass resale price maintenance notification - interested party consultation [DLM=For-Official-Use-Only]

Categories: Submission

Hi Simon

Thanks for getting in touch.

In brief Hampdon Industrial supports the resale price maintenance proposal, even though we don't sell the Weldclass welding machines.

We had a problem with another brand of machine we are currently selling with distributors undercutting retailers to try make quick sales.

The supplier then implemented something similar and we have found our sales have increased and our customers are a lot happier with the better service that we can provide them.

We have found that we can invest more time and money training our staff and spending time with the customer helping them purchase the correct machine the first time.

Another advantage to (RPM) is our sales team is not pressured into upselling products to the customer as now margins are healthy. We actually find the customer benefits, as we can include items for free with a purchase of a machine.

We have been able to hold more stock, provide better customer service (online and retail) and grow our sales.

If you would like any more information or would like a chat please get in touch.

Kind regards,

Alex Koios

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