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Building partnerships with Siemens Traffic

In response to the growing level of business for Siemens Traffic from civil contractors, the company has launched the Siemens Valued Partner Scheme as part of its continued efforts to develop relationships with developers and construction companies across the UK.

According to the company's Sales Manager, Chris Cheesman, the new scheme aims to reinforce relationships and increase customer loyalty. 'With an ever increasing customer base and many more schemes now including infrastructure works and orders for traffic equipment and systems, it is important to provide unmatched support and assurance for our most valued partners', he said.

With a preferred status for each valued partner, the scheme will be based on spend levels in each financial year, with three qualifying thresholds: **Bronze - over £100,000; Silver - over £200,000 and Gold - over £500,000.**

Civil contracting customers assigned Valued Partner status by Siemens can expect to benefit from unrivalled support and advice from the company on all traffic or related enquiries as well as better rates for multiple scheme orders. 'Importantly certification to the scheme will enable our valued partners to demonstrate a proven record of working with traffic technology when tendering for any future business', added Mr Cheesman.

One civil contracting company already benefitting from working closely with Siemens Traffic is Birse Civils. According to business development director, Kevin Martin-Read, both companies have enjoyed a successful partnership over many years. 'That relationship has been particularly strong in the South East, where our combined team have been able to present a number of value adding solutions to clients. Schemes where Siemens has provided support includes the A228 West Malling bypass, M20 Junction 4 signals upgrade and East Hall Farm signalised bus lane. More recently, Siemens is supporting Birse with Phase 1 of its Sadler's Farm scheme for Essex County Council', he said.

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Siemens Traffic Controls Media Relations

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Further endorsing the company's Valued Partner Scheme, Keith Martin, Development Director - Transport division at Enterprise, commented:

'Enterprise is delighted to have been awarded the Gold standard under Siemens' Valued Partner Scheme. We have worked with the team at Siemens for many years and, utilising the principles of supply chain partnering. We have collaborated successfully to continually provide optimal solutions for our customers that add value by increasing flexibility, reducing costs and enhancing quality. We will continue to work proactively with the team at Siemens to develop the range of best value products and services we can provide to existing and future customers. Our relationship with Siemens is important to us and to our customers - the award of the Gold standard is a fitting demonstration of the success of our relationship.'

About Siemens Traffic Controls

As a division of Siemens plc, Siemens Traffic Controls designs, manufactures, installs and maintains a wide range of traffic engineering products and systems to enhance road safety and improve traffic flow in congested urban and inter-urban areas. In the United Kingdom, the company installs and maintains more traffic infrastructure than any other company and has over 800 employees including around 400 skilled service engineers dedicated every day of the year to maintaining over half of all traffic control equipment installed on the UK road network.

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