Retail Opportunity
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Welcome to the worldwide family of independent Parker Retail and the unique opportunity to develop your business that our Industrial Retail™ programmes represent.

The international marketing and distribution capabilities of Parker Hannifin Corporation stand behind every independent ParkerStore®, HOSE DOCTOR® and Container Business Owner.

As the world leader in motion and control technologies and systems, Parker provides every support to develop your independent business with professional service, innovative solutions and high quality of a wide product range.

The Parker Retail Programme is a Retail Concept, which is based on 3 pillars:

- The Parker Retail Store itself
- The HOSE DOCTOR®, which provides a mobile maintenance service
- The Container, which provides a fix maintenance service

This programme has proven its efficiency in recent years thanks to a strong distribution network, which has generated profitable growth. The objective of the Parker Retail Programme is to provide the growing Europe Middle East and Africa (EMEA) network with Maintenance/Repair/Overhaul (MRO) added-value products and services under a consistent brand.

The consistency of the brand is important in the customers’ eyes, as it clearly helps to increase loyalty, mutual confidence and stands for the guarantee of quality in everything we do.

This focus on quality is one of our main priorities and involves staying in close contact with the production teams. The immediate stock availability of a wide range of our products is part of that quality service and this is where the Parker Retail programme can make the difference: help your customers out when their plant is down. This does not only represent a valuable service for them, but is also a great opportunity to create new customers for planned Maintenance Repair and Overhaul.

The strong partnership between the Parker Retail team and our existing distributors contributed to reaching over 500 ParkerStores in the EMEA region. The added value of this successful business model is the multiple stores that only you are able to add to Parkers’ network. Thanks to this rapidly growing network our goal is to reach close to 1,000 stores in the near future.
Since its beginning in 1993, our customers have come to rely on the service provided by their local ParkerStore for all of their immediate Parker product needs. The network has grown to include more than 2,000 service points around the world - a growth in both, physical reach and depth of products, available services and delivery methods accessible to your customer.

ParkerStores can be found in over 80 countries around the globe, and we are expanding every day. An investment in Parker’s Industrial Retail opportunities can help dramatically improve your business’ ability to weather economic changes and the ups and downs of your markets. They rely on service as their key differentiator, provided through a conveniently located ParkerStore.

Our retail approach to the business relies on Maintenance, Repair and Overhaul (MRO) customers for 80 percent of their business. Service and availability of key products are the most important drivers for these customers.

As a result, you will see the number and types of customers you serve increase. This can create a sort of equilibrium in your business portfolio that you may not enjoy if you rely solely on your traditional distribution business.

The ParkerStore network is supported by a team of professionals who share the goal of making your venture into the world of Industrial Retail™ as seamless and profitable as possible.

Your Parker contact will provide assistance in the following key areas and will be your point of access for all of the resources outlined in this manual:

- Site selection
- Store set up
- Retail product training
- Customer service training
- Merchandising
- Sales support
- Growth planning
- Marketing
Requirements for becoming a ParkerStore

The success of your store relies on taking advantage of the many programmes and services offered by Parker.

**Build a Business Plan:**
Your ability to be successful in your ParkerStore operation is contingent on how well you analyse your opportunity, develop your sales strategy, and work your plan.

**When thinking about opening a ParkerStore there are several criteria to consider:**

**Location - Customers:**
The ParkerStore needs to be in an area with high density of end user customers. Typically, 500 potential customers within 20-30 minutes driving time or close to a concentration of large end user facilities such as automotive plants, steel mills, aluminium smelters etc.

**Location - Customers:**
The premises must lend themselves to a Retail store layout and be of sufficient size to offer the required range of Parker products and services.

**Location - Customers:**
The premises should be highly visible from the road to capitalise on passing trade in the area, in many cases a good location may be in the neighbourhood of competing outlets.

**Staff:**
A small number of knowledgeable, motivated and entrepreneurial staff are required to run a profitable store. Parker is responsible for providing both technical and commercial training to ParkerStore staff.

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**ParkerStore Agreement:**
The ParkerStore agreement is a license agreement and sets out the obligations of Parker and the ParkerStore licensee. The agreement has been developed by Parkers legal experts to ensure that it meets licensing law requirements and can not be misinterpreted as a franchise agreement. In most cases, as the ParkerStore will be run by you as a Distributor, an EMEA standard Distributor agreement will also be concluded. The ParkerStore agreement supplements this agreement. The ParkerStore agreement can be used as a standalone agreement where no Distributor agreement is in place.

**Training:**
Even if you have been in the business for years, we encourage you to attend a ParkerStore Professional training as a condition of your ParkerStore agreement. The training is fully explained in a separate brochure.

**Also, every ParkerStore should:**
- Provide custom hose fabrication
- Offer convenient store hours
- Retain a trained, dedicated Store Manager
- Retain friendly, service-oriented staff members
- Have its own customer entrance, separate from distribution
- Have a retail showroom with effectively merchandised products and displays
- Adhere to current ParkerStore brand standards with regards to signage and merchandising
- Have a formal agreement with Parker
Frequently Asked Questions

Q: What is a ParkerStore?
A: A ParkerStore is based on a concept of retail distribution of high quality products and services under the Parker label. It will help you increase your customer satisfaction by responding to their needs and offering them an enjoyable experience in the store.

Q: Is a ParkerStore a franchise?
A: No. ParkerStores are not franchises. That means that there are no start up costs paid to Parker and no franchise fees to pay. Your operation is based on a contractual relationship with Parker to provide/sell Parker products and services in a located store with a license to operate the ParkerStore tradename and related trade marks.

Q: What support is provided by Parker?
A: Parker provides retail training programmes that help you build both technical expertise and commercial retail skills, such as marketing, sales and customer service. We also provide marketing support, for example for the Grand Opening of the ParkerStore, providing access to a wide range of tools, literature, catalogues and other media to help you reach your customers. We will be able to help you identify new customers based on data and trends collected from similar operations in your area and around the world and will help you engage those customers.

Q: What products does a ParkerStore typically sell?
A: ParkerStores traditionally have gone to market with Fluid Connector Group products as their core offering. As the programme continued to evolve, and as other product groups within Parker recognised the value of the retail channel, the ParkerStore evolved to reflect these new core products. This evolution can be seen in several countries around the world and have grown to include Truck Hydraulics- and Marine Filtration-based ParkerStores.

Q: Can a ParkerStore sell products from competition?
A: No. You may not, under any circumstances, stock non-Parker products that compete with any of the core Parker products sold in your store. However a ParkerStore is allowed to sell products that complete the product range, for a maximum surface coverage of 25% of your ParkerStore.

Q: How many ParkerStores are there?
A: There are currently over 2,000 ParkerStores operating world-wide, and more are being added to the network every day.

Your Benefits

- Access to an international network
- Local availability reduces inventory costs
- Improves your productivity
- Increases your profitability
- Grow your business through expanding awareness of the Parker brand
- Allows you to win new customers

Customer Benefits

- An average of 2,000 products at each ParkerStore for immediate use
- Dedicated 10,000 part number catalogue
- Hose assembly workshop, staffed by fully trained personnel
- Access to the Parker Tracking System (PTS)* hose tracking and management system
- Retail environment, allows easy sourcing of additional products
- Providing customers easy access to expert knowledge

For more information, visit www.parkerstore.com

* Parker Tracking System is a unique service available exclusively to Parker customers to make hose assembly replacement in a fast, easy and accurate way.
The HOSE DOCTOR® is a mobile hose replacement shop on wheels. They arrive on the jobsite fully outfitted and stocked with all the hoses, fittings, adaptors and accessory products to get their customers up and running 24 hours a day, 7 days a week.

Parker supports the HOSE DOCTOR® business by helping them identify key markets, both mobile and industrial, that recognise the value of the service they provide. We assist in helping them select and stock the right mix of products to meet the need of their unique market or geography, so they can satisfy their customers’ needs the first time, every time.

A HOSE DOCTOR’s daily ritual should include a solid combination of sales calls, maintenance service and emergency call outs. The hallmark of the HOSE DOCTOR is the ability to make on-the-spot replacement hose assemblies fast. The technical expertise in hose and fitting selection is matched with replacement of hose assemblies fast.

The job is about building the relationships with your customers. Selling yourself. Selling the HOSE DOCTOR service.

Getting the job done right, with the right Parker products. Any time of day or night. That is what the HOSE DOCTOR is all about.

The opportunity

Opportunities exist to establish yourself as an independent HOSE DOCTOR mobile services distributor practically anywhere in the world. Currently, we have over 1,000 HOSE DOCTORS operating around the globe.

HOSE DOCTORS are primarily one of two types: Distributor Owned or Owner/Operator. Distributor owned HOSE DOCTORS are employees of either an existing Parker distributor or their retail outlet, the ParkerStore.

Owner/Operators are licensees of the HOSE DOCTOR brand, which is owned by Parker, and operate under a distribution agreement with a "host" distributor. Typical customers of a HOSE DOCTOR include road and building construction companies, equipment rental providers and material handlers and warehouses-anywhere hydraulics and pneumatics are extensively used. There is opportunity in almost every industry.

Printing presses, stamping plants, steel mills, lumber mills and manufacturing operations of all kinds use hydraulic and pneumatic systems, and are a source of potential customers.

When you are ready to get serious about being a HOSE DOCTOR, we can help you define the market opportunity within your territory and set up an action plan to get all the business you can.
Build a Business Plan:
Your ability to be successful in your HOSE DOCTOR operation is contingent on how well you analyse your opportunity, develop your sales strategy and work your plan.

Insurance:
We require our HOSE DOCTOR distributors to carry their personal insurance (ex. van, engineers etc.) in order to operate under the HOSE DOCTOR brand. Limits and deductibles may vary from country to country.

Vehicle & Branding:
Your HOSE DOCTOR vehicle not only advertises your business, but promotes the HOSE DOCTOR brand. That is why we have a set programme for vehicle age, type and appearance. If you have a vehicle that you would like to convert to a ParkerStore HOSE DOCTOR service vehicle, we can let you know if it’s appropriate or not. We can help you with up-fitting and we will work with you to develop the appropriate inventory, which perfectly suits a Mercedes, high roof, medium wheel base van for example.

Distributor Agreement:
In order to assist in the implementation and set up of new HOSE DOCTOR vans, a pan European Supply Agreement has been signed with a supplier. Under this agreement Parker has developed a "preferred" specification for the kitting of a HOSE DOCTOR van. The intention is that once you have acquired a van, this will be delivered to the local supplier location. The van will be fitted and returned ready to be loaded with inventory. Note that you are free to choose other suppliers, although it is unlikely that other suppliers will be as cost effective as the selected Parker supplier.

Training:
Even if you have been in the business for years, we still require that you undergo HOSE DOCTOR training as a condition of your distribution agreement. The training is a combination of online and in-person skills development and testing and ensures that you have a complete understanding of the Parker product lines, tooling and tolerances when it comes to hose replacement.

Step 1:
Develop your Business Plan: This document will be an outline of your business strategy, market opportunity, sales targets, and growth goals. It will help you understand the potential and pitfalls of starting your own business.

Step 2:
Meet with a Parker Representative and if needed, enter into a confidentiality agreement with Parker not to disclose subsequent details of the HOSE DOCTOR programme. Once signed, we will go through the details of a typical distributor agreement, and disclose other requirements and expectations that need to be considered before you start your HOSE DOCTOR business.

Step 3:
Training - Regardless of your background, we require that new HOSE DOCTORS undergo training on the identification and installation of Parker products. It should be considered a vital element in the development of your business and is mandatory for all HOSE DOCTORS.

Step 4:
Vehicle up-fitting and stock purchase. Whatever your ultimate selection, your vehicle must be made work-ready with the addition of a cut-off saw and a hose crimper, which can be specified by Parker.

Step 5:
Your Parker Representative can help you develop a target market list and conduct an extensive marketing effort on your behalf including a direct marketing campaign announcing your business.

Step 6:
Ongoing coaching and support: Because the success of the HOSE DOCTOR programme ultimately depends on the success of individual operators, we have a vested interest in making sure you start right and keep growing. We have marketing support to make sure that you stay in front of your customers—even when you can not make a personal appearance.

Requirements for becoming a HOSE DOCTOR®
Frequently Asked Questions

Q: Is a HOSE DOCTOR a franchise?
A: No. HOSE DOCTORS are not franchises. That means that there are no start up costs paid to Parker and no franchise fees to pay. Your operation is based on a contractual relationship with Parker to provide service in a designated area in exchange for favourable pricing on Parker products used in your business.

Q: What does a HOSE DOCTOR do?
A: Every day is different for a HOSE DOCTOR, but the core job description remains the same: identify, diagnose and replace hose assemblies on hydraulic and pneumatic systems. The hallmark of the HOSE DOCTOR is service, which is delivered anywhere your customer needs you. A HOSE DOCTOR is an integral part of the Parker distribution network, and provides emergency support to many Original Equipment Manufacturers who rely on Parker hoses and fittings to power the equipment they manufacture.

Q: What support is provided by Parker?
A: Parker provides a lot of support for your new business. Our support includes, but is not limited to, technical training, global marketing and promotion, sales training, product training and can include assistance in territory management and business development.

Q: Which customers does a HOSE DOCTOR typically serve?
A: Hydraulic hose assemblies can be found in thousands of motion and control applications around the world, so HOSE DOCTORS can call a huge variety of customer types as part of their target markets. Some of the most common customers include construction equipment owners, rental and transportation companies, manufacturing operations, material handling and logistics concerns, lumber mills, stamping plants, assembly lines and aerial lift services, to name a few.

Q: How many HOSE DOCTORS are there?
A: There are currently over 1,000 HOSE DOCTORS operating world-wide, and more are being added to the network every day.

Your Benefits

- Guaranteed quality products
- Market recognised service quality
- Extensive on board stock
- Reduces your operating costs
- Increases your marginal profitability
- Allows you to win new customers

Customer Benefits

- Hose replacement completed by fully trained personnel
- More than 1,000 vans worldwide
- Access to the Parker Tracking System (PTS) hose tracking and management system
- 12 month warranty on Parker hose assemblies
- Downtime minimised: target of one hour maximum waiting time

For more information, visit www.parkerstore.com
Born from the unique needs of remote mining operations, the ParkerStore Onsite container programme has evolved, and now serves a wide range of market applications, among them, oil and gas, construction, manufacturing and marine, but the possibilities are endless.

Your Retail Representative can help you identify opportunities for containers in your geography and can assist in outfitting and stocking a container to address that business opportunity.

This programme is a true value-add that can separate your business from your competitors and is priced with options that can allow you to remain competitive over time. Like a ParkerStore, an Onsite container offers a convenient, one-stop place to have all of their Parker product needs met. Fully customisable, these containers are mobile workspaces stocked with the inventory and equipment needed for quick, easy and cost-efficient hose assembly.

The Service container is a programme particularly suited to remote or short term opportunities such as:

- Mines
- Civil construction works
- Offshore oil and gas platforms
- Harbour locations

The service provided from a container may range from hose replacement through to a fully stocked and manned ParkerStore supporting a construction site. The chosen service is dependant upon a customer’s or geographic requirement. With a ParkerStore Onsite container, critical fluid connector products, hose fabrication tools and other hydraulic system components are readily available even in the most remote job locations.

The new mobile containers offer a convenient solution for customers that have limited access to critical replacement parts due to physical (an outlying mine) or logistical (a busy airport) worksite constraints. When a new hose or tube assembly must be fabricated to keep essential equipment up-and-running, and where driving to-and-from the nearest hydraulics distributor means hours of additional downtime, ParkerStore Onsite containers can help keep customers productive and profitable. ParkerStore Onsite containers are specifically designed to withstand the severe and demanding environments common to off-highway operations and can be customised to meet specific job site or project needs.

You can choose from a selection of options including shelving, cabinets, work benches, material hoists and hose reels to keep tools and inventory secure and organised. Parker’s bin-label programme makes product identification and restocking even easier. Each brightly lit container also provides plenty of electrical outlets for equipment, while generators are available for a true standalone power solution. For particularly hot or cold environments, the containers can be equipped with insulation and heating/air conditioning systems to make conditions more comfortable for service staff.

All containers come with the full support of Parker’s global service network, including more than 5,000 stocking distributors worldwide providing critical inventory on demand. This support begins with delivery and installation and can extend through equipment, maintenance and safety training when required, making Parker a one-stop partner for intelligent mobile worksite solutions.
Frequently Asked Questions

Q: What does a container do?
A: ParkerStore Onsite is a mobile (portable) and modularised workspace solution. Primary services offered by Parker will be hydraulic hose assembly and inventory management solutions.

Q: What support is provided by Parker?
A: Your Parker Representative will coordinate the furnishing of the container with appropriate list of supplies.

Q: Who are the customers of a container?
A: A container serves a large variety of project types and markets such as: Mining / Construction / Forestry / Airport / Oil and Gas

Q: Can a container be rented?
A: For short and medium term projects rental solutions are available. For long term projects (over a year) containers are normally sold.

Container Overview

ParkerStore Onsite work spaces are modified and equipped with all the equipment and inventory needed for efficient hose assembly in remote locations.

- 10’, 20’ or 40’ long ISO shipping container
- Racks & shelving
- Parts storage
- Hose saw
- Crimper (various)
- Exhaust fan
- Electrical service
- HVAC / insulation
- Material handling crane
- Parker Tracking System - PTS

A Parker Representative will help you determine the necessary equipment, including hose saws, crimpers and a starting inventory of hoses and fittings needed for your jobsite. Parker containers can be delivered turn-key and ready to go to work. A pre-arranged inventory re-stocking schedule can be arranged to help ensure you always have the critical parts you need to maintain your fleet, and the container can be restocked for you keeping downtime to a minimum.

Your Benefits

- Additional service capability
- Completely portable: the workshop goes where your jobsite does
- Reduces inventory levels and costs
- Improves your plant utilisation and productivity
- Increases your profitability
- Allows you to win new customers

Customer Benefits

- Onsite immediate availability, 24 hours per day
- Workshop and inventory customised to suit your site needs
- Option to be manned by trained Parker staff or your own staff
- Access to the Parker Tracking System (PTS) hose tracking and management system
# Parker Worldwide

## Europe, Middle East, Africa

**AE - United Arab Emirates, Dubai**  
Tel: +971 4 8127100  
parker.me@parker.com

**AT - Austria, Wiener Neustadt**  
Tel: +43 (0)2622 23501-0  
parker.austria@parker.com

**AT - Eastern Europe, Wiener Neustadt**  
Tel: +43 (0)2622 23501 900  
parker.easteurope@parker.com

**AZ - Azerbaijan, Baku**  
Tel: +994 50 2233 458  
parker.azerbaijan@parker.com

**BE/LU - Belgium, Nivelles**  
Tel: +32 (0)67 280 900  
parker.belgium@parker.com

**BY - Belarus, Minsk**  
Tel: +375 17 209 9399  
parker.belarus@parker.com

**CH - Switzerland, Entlebuch**  
Tel: +41 (0)21 821 87 00  
parker.switzerland@parker.com

**CZ - Czech Republic, Kladno**  
Tel: +420 284 083 111  
parker.czechrepublic@parker.com

**DE - Germany, Karlsruhe**  
Tel: +49 (0)7249 12 50 0  
parker.germany@parker.com

**DK - Denmark, Ballerup**  
Tel: +45 43 56 04 00  
parker.denmark@parker.com

**ES - Spain, Madrid**  
Tel: +34 902 330 001  
parker.spain@parker.com

**FI - Finland, Vantaa**  
Tel: +358 (0)20 753 2500  
parker.finland@parker.com

**FR - France, Contamine s/Arve**  
Tel: +33 (0)4 50 25 80 25  
parker.france@parker.com

**GR - Greece, Athens**  
Tel: +30 210 933 6540  
parker.greece@parker.com

**HU - Hungary, Budapest**  
Tel: +36 23 885 470  
parker.hungary@parker.com

**IE - Ireland, Dublin**  
Tel: +353 (0)1 466 6370  
parker.ireland@parker.com

**IT - Italy, Crescina (MI)**  
Tel: +39 02 45 19 21  
parker.italy@parker.com

**KZ - Kazakhstan, Almaty**  
Tel: +7 7273 561 000  
parker.easteurope@parker.com

**NL - The Netherlands, Oldenzaal**  
Tel: +31 (0)541 585 000  
parker.nl@parker.com

**NO - Norway, Asker**  
Tel: +47 66 75 34 00  
parker.norway@parker.com

**PL - Poland, Warsaw**  
Tel: +48 (0)22 573 24 00  
parker.poland@parker.com

**PT - Portugal, Leiria da Palmeira**  
Tel: +351 21 999 7360  
parker.portugal@parker.com

**RO - Romania, Bucharest**  
Tel: +40 21 502 1382  
parker.ro@parker.com

**RU - Russia, Moscow**  
Tel: +7 495 645-2156  
parker.russia@parker.com

**SE - Sweden, Spånga**  
Tel: +46 (0) 59 79 50 00  
parker.sweden@parker.com

**SK - Slovakia, Banska Bystrica**  
Tel: +421 484 162 252  
parker.slovakia@parker.com

**SL - Slovenia, Novo Mesto**  
Tel: +386 7 337 6650  
parker.slovenia@parker.com

**TR - Turkey, Istanbul**  
Tel: +90 212 499-7081  
parker.turkey@parker.com

**UA - Ukraine, Kiev**  
Tel: +380 44 449 2731  
parker.ukraine@parker.com

**UK - United Kingdom, Warwick**  
Tel: +44 (0)1926 317 878  
parker.uk@parker.com

**ZA - South Africa, Kempton Park**  
Tel: +27 (0)11 961 0700  
parker.southafrica@parker.com

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## North America

**CA - Canada, Milton, Ontario**  
Tel: +1 905 693 3000

**US - USA, Cleveland**  
Tel: +1 216 896 3000

## Asia Pacific

**AU - Australia, Castle Hill**  
Tel: +61 (0)2-9634 7777

**CN - China, Shanghai**  
Tel: +86 21 2899 5000

**HK - Hong Kong**  
Tel: +852 2428 8008

**IN - India, Mumbai**  
Tel: +91 22 6513 7081-85

**JP - Japan, Tokyo**  
Tel: +81 (0)3 6408 3901

**KR - South Korea, Seoul**  
Tel: +82 2 559 0400

**MY - Malaysia, Shah Alam**  
Tel: +60 3 7849 0800

**NZ - New Zealand, Mt Wellington**  
Tel: +64 9 574 1744

**SG - Singapore**  
Tel: +65 6887 6300

**TH - Thailand, Bangkok**  
Tel: +66 2 186 7000-99

**TW - Taiwan, Taipei**  
Tel: +886 2 2298 8987

## South America

**AR - Argentina, Buenos Aires**  
Tel: +54 3322 44 4129

**BR - Brazil, Sao Jose dos Campos**  
Tel: +55 800 727 5374

**CL - Chile, Santiago**  
Tel: +56 2 623 1216

**MX - Mexico, Apodaca**  
Tel: +52 81 8156 6000

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