



Extension of Full Bench High Value promotion

Sales Circular – Company Confidential

Action	C - Inform sales and applications engineers		
Sales Circular No.	M20/3649	Date released	2020-12-30
Business field	Value Instruments / R&S Essentials		
Product group	All VI & selected accessories		
Further Information	www.rohde-schwarz.com		
Author	Ralph Gibbemeyer	Department	1VI
Contact phone	Office: _____	Mobile:	_____
Contact E-Mail	laura.sanchez@rohde-schwarz.com , philipp.weigell@rohde-schwarz.com , andreas.ibl@rohde-schwarz.com , ralph.gibbemeyer@rohde-schwarz.com		

A success story continued:

R&S Essentials promo extended to Aug 31st, 2021 !

The “Full Bench. High Value” promotion started Oct 31st, 2020 and was to end March 31st, 2021. As “Full Bench. High Value” quite closely has followed a different earlier promotion, we witnessed a very fast pick-up in the Channel this time.

Results so far show us that this promotion proves even more popular and again has been very helpful to expand our already wide end-customer base.

From April, our promotion will continue with the exact same pricing and cover the exact same portfolio with two exceptions. The packages

- **FPH-COM1**, order# 1321.1111P99, and
- **RTE-COM4**, order# 1326.2000P99

will be removed after March 31st



Unless from **stock** please ensure that the aforementioned packages are not offered until after March 31st, 2021. Channel partners that do not stock these two items are asked to kindly remove these packages from advertising and from websites April 1st, 2021



The extension of “Full Bench. High Value” will last until Aug 31st, 2021.

For channel partners as well as in R&S direct sales, the existing standard Div.1 purchase schemes apply. As before, any frame contract discount schemes or key account discounts cannot be applied in combination with the prices for configurations listed in here.

Standard educational discounts are applicable in the extension of “Full Bench. High Value” promotion.

We wish you a good start into the new year and continued successful selling !

1EPM	Laura Sanchez	1GPM	Philipp Weigell
2020-12-30		2020-12-30	
Date	Signature	Date	Signature

1TDP	Andreas Ibl	1VI	Ralph Gibbemeyer
2020-12-30		2020-12-30	
Date	Signature	Date	Signature