

International Sales Policy

Sinton Instruments distributes and provides technical support worldwide from our home office. We have found that this close link to the users allows us to provide up-to-date functionality, the best possible technical support, and aids in the best choice of test equipment for each customer's specific requirements.

Our practice to date has been to deal directly with the customer without in-country exclusive distributors. We specialize in quite technical instruments in which the interpretation of the device physics is a large part of the value of our services. Because this is highly technical and the field continues to evolve, we do all of the technical support of our instruments from the home offices in order that the level and sophistication of our technical support is always up-to-date. We also benefit from the direct customer feedback.

Most of our sales are through the scientific and industrial contacts that we have made during our active participation in R&D and manufacturing in solar photovoltaics for more than 25 years. In addition to providing some of the most technically sophisticated tools and analysis available, we have a reputation of providing this equipment with surprisingly cost-effective pricing for every application. We have no countries where we have set up exclusive distributorships. In our view, exclusive distributorships would impose a higher price upon customers in that country. Most customers prefer to have a choice between direct sales or the use of a distributor or sales agent. Surveys of our international customers have confirmed this viewpoint. We believe that the promise of silicon photovoltaics will be enhanced by attention to reducing the cost of R&D and manufacturing. This policy allows us to offer the same price to any customer worldwide.

For companies that prefer or require working through a distributor or sales agent, we accept their recommendation on a case-by-case basis, where they pay the extra cost for the services to the distributor or sales agent of their choice. The cost and value of the distributor is then perfectly transparent to the customer. We can also recommend distributors or sales agents for each country based on our experience in that country.

We would be pleased to hear your opinions on this policy.

Sincerely,

Ron Sinton
President and Senior Scientist
Sinton Instruments