



# Distributor Partner Program

Introduction	Benefits	Terms and Expectations	Eligibility	Application Process
				

## Becoming an Authorized CAPTRON Distribution Partner

CAPTRON North America is on a path of rapid growth, and we're seeking trusted, long-term distribution partners to share in that journey. As a leader in sensor technology and automation solutions, CAPTRON offers a unique opportunity to elevate your business while delivering unmatched value to your customers.

By becoming an Authorized Distribution Partner of CAPTRON North America, you can strengthen your foothold in the manufacturing, automation, and robotics sectors with innovative, top-quality products that exceed customer expectations. If your business thrives on quality, innovation, and the desire to grow alongside an industry leader, let's create success together.



Sean Walters  
General Manager

"Thank you for considering a distribution partnership with CAPTRON North America. If your customers are looking for simple automation solutions, our product lines offer robust durability, unmatched technical support and cost effectiveness. We look forward to working with you."

## Benefits of Partnering with CAPTRON North America

- Access to CAPTRON's premium product lines, including cutting-edge technologies (e.g., Capacitive sensors, Pick-by-Light, URCap solutions, and IO-Link innovations).
- Marketing and sales support, (e.g., CAPTRON media kit, CI documents, logos, brochures, catalogs, data sheets, product and industry specific photos and videos.)
- [CAPTRON TODAY Catalog](#)
- Lead generation opportunities.
- Training and education programs to deepen product expertise.
- US based Technical Support Hotline.
- Exclusive pricing and profit potential.
- Regular updates on product releases and innovations.
- Partner brand visibility on CAPTRON website.
- Discounted product samples for pre-qualified leads. (see page 7 for details)
- Net 30 payment terms.
- We stand behind our products with a lifetime guarantee.
- Association with a trusted, globally respected brand.

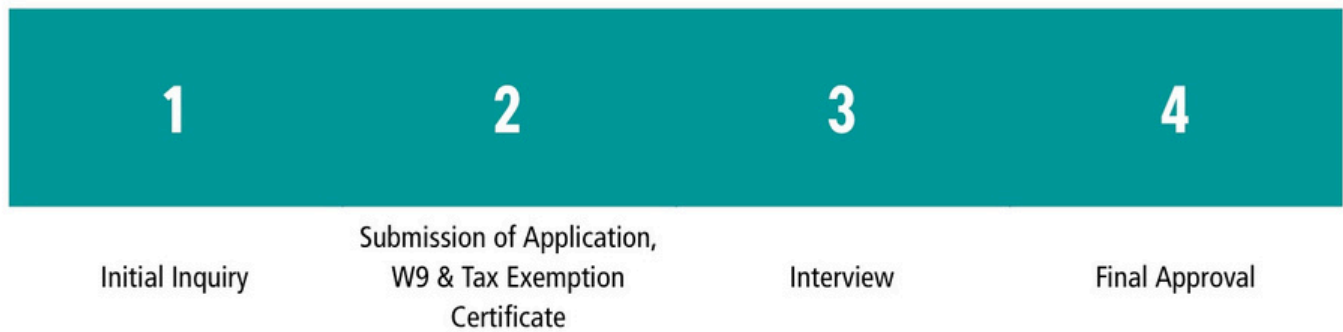
## Terms and Expectations

- Sales target requirement of \$5,000 USD/ year, to be reviewed annually to ensure program eligibility.
- Ongoing communication with CAPTRON channel team.
- Adherence to CAPTRON Brand guidelines.
- CAPTRON brand visibility on Partner website (assets supplied).
- Sales Team Training requirements.
- Initial product training at enrollment in program.
- Annual refresher training.
- Purchase of CAPTRON Demo Kits. (see page 8 for details)
- Commitment to CAPTRON's values and service standards.
- Superior Customer service. We aim to be the most responsive and technically supportive partner delivering value to our customers every day. And we expect our partners to do the same.

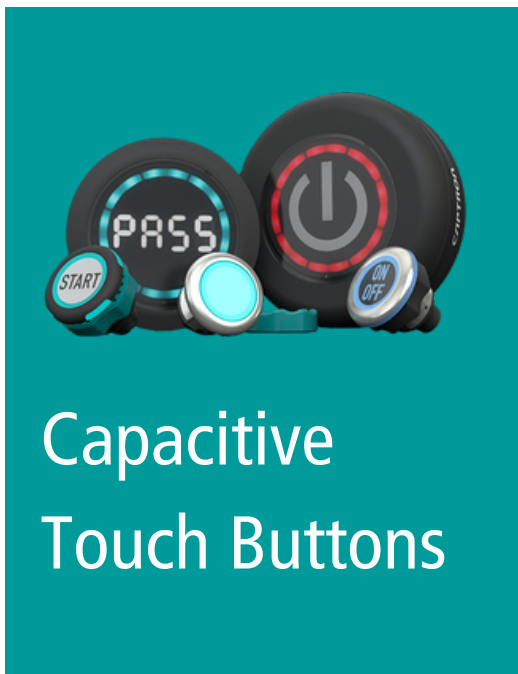
## Eligibility Criteria

- Relevant industry expertise in manufacturing, robotics, and/or automation applications.
- Proven track record of sales success in complementary markets.
- Geographic alignment and market potential.

## 4-Step Application Process



## Product Overview



### Fully electronic switches with touch sensor technology.

CAPTRON offers a wide range of capacitive touch buttons for various industries and applications where unconditional reliability, durability, comfort and design are required.

In addition to a wear-free and maintenance-free electronics, the touch buttons have a robust and vandal-proof design. Their 100% water-and oil-proof construction will resist even the most adverse environmental influences as well as industrial effects such as dirt, dust and chemicals.

Featuring: [CANEO series](#)

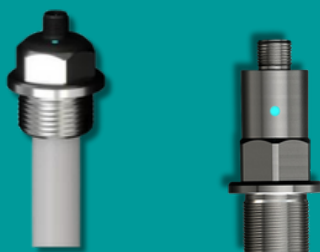


## Optical Sensors

CAPTRON optical laser sensors allow you to detect metallic and non-metallic objects with precision. The wide range of designs and sizes are specially adapted for automation, robotics, and assembly.

CAPTRON TCP (Tool Center Point) series measure, calibrate and correct the X-, Y- and Z-axes in industrial automation applications worldwide, such as in dispensing technology, bonding technology, welding technology, soldering, and the food industry.

We've also [partnered with Universal Robots to provide URCap Software to integrate TCP hardware](#) with your robotics applications.



## Level Sensors

CAPTRON is an experienced measuring technology manufacturer for the industry and the market leader in fill level measurement in the field of dispensing technology. Capacitive CAPTRON probes accurately and reliably measure the fill levels of liquids, bulky goods, pastes, adhesives and chemically aggressive materials.

There are two systems to choose from: Compact probes, in which the electronics and probe form a single unit, and probes with external amplifiers that are suitable for applications with high temperatures and pressures. [Learn more here.](#)



## Two-Hand Control

### [Safe operation of machines and systems](#)

The capacitive safeCAP two-hand control allows heavy machinery and systems in automated production plants, such as presses and punches, to be controlled safely and without causing any chronic injury risk to an operator.

To start the machine the user simultaneously touches two capacitive buttons which are connected to a safety relay. Incorrect or inattentive control using just one hand or with another part of the body is detected by the system and the machine will not start.



## Pick-By-Light

### [Quick and easy picking with pick-by-light](#)

Maximized order picking performance is reflected in shorter throughput times, lower error rates, and improved delivery capability through process transparency.

Featuring: [ISAC - the world's first mobile pick-by-light system](#)! Unlike traditional pick-by-light systems, ISAC eliminates the need for time-consuming and costly hardware installations with extensive wiring. Our complete solution consisting of picking trolley with laser spotlight, computer vision and oneGRID pick-by-light software can be rented as an option and is ready for immediate use in just a few steps.

## CAPTRON TODAY Catalog



### CANEO series10 and series4x HMI WITH TOUCH BUTTON FUNCTION

IO-Link

**Optical Sensors**  
CAPTRON's optical laser sensors are robust, versatile and reliable. Choose from a wide range of available designs and sizes.

Starting at \$272.99

**CANEO series Touch Buttons**  
Easily integrate into industrial environments, offering major benefits for all types of applications. Choose from a wide range of available designs and sizes.

Starting at \$59.99

**CMT series Touch Buttons**  
The CMT series from CAPTRON offers a wide range of easy-to-operate customer interfaces that feature an extremely long service life.

Starting at \$139.99

**Two-Hand Control safeCap**  
CAPTRON is the pioneer of the first computerized two-hand control system, ensuring the highest safety standards are met.

Starting at \$218.99

**Level Sensors**  
Accurately and reliably measure the fill level of liquids, solids, powders, granules and chemically aggressive materials.

Starting at \$620.99

**Accessories & more**  
Need a simple LED signal, cable, mount or adapter? Don't forget to pick up other required peripherals.

Starting at \$14.99

Sensor Model	Input Mode	List Price (USD)
Optical	Semi-Automatic	\$ 69.99
	Automatic	\$ 69.99
	Automatic	\$ 69.99
	Semi-Automatic	\$ 69.99
	etc.	\$ 69.99
		\$ 69.99
		\$ 69.99

\*CAPTRON North America's hours of operations are Monday - Friday, 8am-5pm EST. Orders placed before 1pm EST will be shipped that same day. Orders placed after 1pm EST will ship next business day. If we fail to ship within 24 hours of receiving your order, we will ship your order for FREE. This offer applies ONLY to products listed specifically in this CAPTRON TODAY collection. See enclosed full Terms & Conditions.

**Contact Us**    803-274-3679    [www.captron.com/americas](http://www.captron.com/americas)    [sales.americas@captron.com](mailto:sales.americas@captron.com)

The CAPTRON TODAY program is designed to eliminate long lead times and keep automation projects moving by guaranteeing that key products ship the same day—or they ship free (see program terms & conditions for details).

For you, this means instant availability, reducing costly downtime and ensuring critical components arrive when needed. No delays—just fast, reliable fulfillment that keeps operations running smoothly. Prioritizing responsiveness and reliability, CAPTRON TODAY reinforces our commitment to being the most technically supportive partner delivering value to our customers every day.



## SAMPLE PROGRAM



CAPTRON North America offers discounted product samples for pre-qualified customer leads if they meet certain requirements.

Gather required details and call your sales representative to discuss individual opportunities. With approval, discounts are outlined below.

### Requirements



Customer Details



Potential Annual Quantities for Purchase



Problem / Solution Use Case

### Sample Discounts



60% OFF all CANEO series



40% OFF all TCP Hardware



FREE URCap TRIAL SOFTWARE KEY CODE



40% OFF all Level Sensors

## DEMO KITS

Full-line Distributors will be required to purchase:

- 1-Original Demo Case
- 1-CANEO Demo Kit per sales region



ORIGINAL DEMO CASE

Demo Case includes:

- IqLink IO-Link Master
- 1 CANEO series41 Solid sensor
- 1 CANEO series41 Standard sensor
- 1 CANEO series10 Standard sensor
- 1 CANEO series10 Stainless Steel sensor
- 1 CANEO series10 Hygienic sensor
- 1 M12 5 Pin Cable
- 1 IqLink power cord

Cost: \$900



NEW!  
CANEO DEMO KIT

Demo Kit includes:

- Portable power supply
- 1 CANEO series10 Hygienic sensor
- 1 CANEO series10 Standard sensor
- 1 CANEO series40 Puck sensor
- QR code to Sales Training Tutorial

Cost: \$400 each or

3 or more at \$300/each

If you have been approved to be a TCP-line only Distributor, you will be required to purchase:

1-TCP hardware unit at  
50% off list

1-URCap Software License  
Key at 50% off list



TCP/URCap  
DEMO KIT

Choose 1 TCP hardware unit from the list below:

- 40mm Ring Sensor
- 40mm Castle Sensor
- 70mm Castle Sensor
- 70mm Castle Sensor with Daisy Chain Output Connector

URCap Software License Key



## Meet the CAPTRON North America Team



"We are building a library of content and assets that can help support your sales presentations. How can I help you be a success in your region?"

Eileen Schlesier, Marketing Manager



"We aim to be the most responsive and technically supportive partner delivering value to our customers every day."

Tyler Borden, Outside Sales



"When you need technical support, I'll be the voice on the other end of the line. Feel free to reach out to me at any time!"

Eli Julian, Automation Applications Specialist



"Our onboarding process is quick and easy. We look forward to working with you!"

Erin O'Rourke, Finance and Operations



# Authorized Distribution Partnership Application

Date: \_\_\_\_\_

Legal Business Name:	Phone Number:
Street Address:	
City, State, Zip:	
Buyer Contact:	Email:
Accounts Payable Contact:	Email:
Marketing Contact:	Email:
Billing Address (if different):	

## Business Information

Federal Tax ID:	D&B ID #:
Legal Form of Business: Corporation      LLC      Non-Profit	Sole Proprietorship      Partnership
Nature of Business:	
Principal (Name & Title):	
Business Established:	Years under Current Management:
Are you a: Parent      Subsidiary      Division      Affiliate	
Do you lease your present location?    Yes      No	If yes, please provide landlord information below:
Landlord:	Street:
City, State, Zip:	Phone:



Trade References

Company:	Street:	
City, State, Zip:	Phone:	Email:

Company:	Street:	
City, State, Zip:	Phone:	Email:

Company:	Street:	
City, State, Zip:	Phone:	Email:

Banking Information

Banking Institution:	Bank Contact:
Branch Address:	Phone:
Type of Account(s):	Account #(s):

I hereby authorize the bank named above to release information requested for the purpose of obtaining and/or reviewing credit.

Authorized Signature	Title	Date
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The preceding information is for the purpose of obtaining credit and is warranted to be true. I/We hereby authorize CAPTRON North America LP to investigate all references and customary credit information sources including consumer credit reporting repositories (see Consent to Obtain Consumer Credit Report below) regarding my/our credit and financial responsibility for the purpose of obtaining credit and for periodic review for the purpose of maintaining the credit relationship.

**CREDIT TERMS:** Unless otherwise specified in the Credit Approval Letter provided by CAPTRON North America LP, all invoices are due Net 30. Credit restrictions, including requiring payment in advance, may be placed on any past due account.

**VENUE:** All amounts due for purchases from CAPTRON North America LP are payable at 9499 Old Bailes Road, Suite 219, Fort Mill, SC 29707 in US dollars. It is further understood that this agreement is entered into in the state of South Carolina, county of Lancaster and is governed by the internal laws (but not the conflict laws) of the state of South Carolina, and you agree that any collection action or lawsuit of any type may be filed in any court of competent jurisdiction in South Carolina, in CAPTRON North America LP's discretion.

**CHANGE OF OWNERSHIP:** I/We understand that we must notify CAPTRON North America LP in writing and by certified mail of any change in ownership, the name of the business or structure of the business under which credit is established, within thirty (30) days of the date such change is effective.

**COLLECTION AND ATTORNEY'S FEES:** In the event of default, and if this account is turned over to an agency and/or an attorney for collection, the undersigned agrees to pay all reasonable attorneys' fees, and/or costs of collection whether or not suit is filed.

**CERTIFICATE OF USE:** I/We certify that this request is for the extension of credit for business purposes only and not for the extension of credit for personal, family or household purposes.

**AUTHORITY OF SIGNATURE AND TITLE:** The person executing this agreement has the authority to bind the customer and is authorized by the customer to enter into the credit application terms and conditions:

Company	
Signature	Title
Date:	

## Applications Checklist

Ready to apply? Gather all of your documents and email to [finance.americas@captron.com](mailto:finance.americas@captron.com). Be sure to include the following:

- Completed Authorized Distribution Partnership Application
- W9
- Tax Exemption Certificate

## What happens next?

1. We will carefully review your application and documents.
2. Within 5 business days of receipt of your completed application we will contact you to schedule an interview.
3. If approved, enrollment in our Authorized Distribution Partnership program will begin as soon as required demo kits are purchased.

## Questions?

Contact Us:

803-274-3679

[sales.americas@captron.com](mailto:sales.americas@captron.com)