



DECART PANNONIA LTD

our loyal partner in Hungary for many years.

1. How and when did cooperation between your company and Intracare start?

In 2002 we - the Bartha family - established Decart Pannonia Kft together with investors from England and the Czech Republic. Some years later, we bought out the two foreigner investors, so the company finally became a family based operation i.e. father Bartha and two sons. We are very proud to be among the first distributors of Intracare.

2. What is the secret behind your company's success with Intracare products in your local market?

We believe in Intracare and its products! We handle them like our own. The Hungarian market has got used to the high quality of Intracare products. The cooperation and the technical background of Intracare is excellent,

with state of the art technology, appropriate permits and certificates, sufficient background information and an affordable price. The personal relationship (or rather, friendship) between the two founders and the Bartha family was excellent from the very beginning. Today we feel we firmly belong to the big Intracare family.

COMPANY INFORMATION

Company name:	Decart Pannonia Ltd
Company founded on:	2004
Number of employees:	8
Company location:	Hungary, Törökbálint
Sales share:	65%
<small>Intracare products compared with rest of product portfolio.</small>	
Market share:	25%
<small>Intracare products in your country (estimate)</small>	

3. How did your competitors respond when you entered the market with Intracare products and how did you beat them?

At the start, some 16 years ago, they started copying our products and tried to import similar products to ours. They also claimed that we were not trustworthy and that our products were not better than theirs. Their method was to spread negative news about Intracare and Decart Pannonia. And they have used every opportunity to make our life difficult ever since. Today, Intracare products have a secure market share position on the Hungarian market of around 25%. Every year, there is fierce competition to win the tenders of major market players (integrators). Over the years, we have built up a network of sub distributors for a better and easier supply of Intracare products. Last year we started our webshop service and hope to increase our share on the market. Since the beginning, we have had four to five sales reps who are responsible for sales visits all over the country to build up personal connections, hold sales meetings or organise technical presentations. Without these personal connections it would not work!

4. What can Intracare improve to increase your Intracare sales?

The immediate response to a question from the market delivered to you from us is an essential need! (That was a very good idea to have a direct sales contact with Hungary). Without certificates it is very hard to improve sales. A very good example is the authorisation of Hydrocare. It is at your disposal to authorise all the PT certificates for the whole of Europe, it is not in the hands of the country distributors anymore. There is room for improvement, though it would be essential to obtain two further permits i.e. table egg disinfection and Covid 19 surface and air disinfection (hospital certificate, PT 4). New product ideas: develop new disinfectants against oocyst, which is a new market share and very much sought after product.

5. Do you have a golden tip for other Intracare distributors?

Believe in the products because we are selling quality! Be honest and do not circulate bad news on the market like the competitors. Act differently.



6. What is your favourite Intracare product? Hydrocare.

If you have all of the PT range valid for your country, your company can upgrade your market share because of the wide range of applications i.e. water system cleaning and disinfecting, spraying in the air against Covid 19, surface disinfection in hospitals, egg disinfection.

7. How do you see the future of our cooperation? What do you want to achieve and what will be your strategy?

We would like to continue the excellent personal relationship between Intracare and Decart Pannonia Ltd. even after the generation change that we are going through.

We want to further increase our market share. We also want to employ one or two more sales representatives to reach to all potential customers.

Organise more technical meetings for farmers and publish more PR articles in Hungarian agricultural magazines. And, of course, we need to upgrade the turnover of our web shop.