



First Distributor Training at EcoCortec® Plant!

We are happy to announce that two-day sales training session was held in EcoCortec® plant in Beli Manastir. The session took place on 24th and 25th of May and has obtained great interest from our distributors. Two-day training session has enabled attendees to get the insight in functioning of the plant and deepen their knowledge on VpCI® technology concepts and tools.

The participants got behind the scenes view of production, warehouse customer service and ISO/IEC-17025 accredited laboratory where our lab director Snjezana Mikolic demonstrated our common testing methods. They also meet all of our hardworking team who makes it all possible!



After the tour numerous presentation-sessions were held. The participants first had the opportunity to expand their knowledge with Cortec's Vice President of sales for Europe, Ivana Radic Borsic on VpCI® concepts and tools. This gave them even greater confidence in dealing with Cortec® technology.



NEWS ALERT



After that Ivana lectured on VpCI® packaging, basics on film extrusion and related markets for these segments. This was followed by Cortec's flagship-product presentation as well as overview of customer service where EcoCortec's general manager Dijana Zrinski gave an insight in functioning of related operations. In the end attendees had the opportunity to learn about all the marketing tools and services that can help them increase their sales and were shown how to easily navigate Cortec's website!



After a long educational day our guests were full of new knowledge and ready to try some Baranja's specialties at local restaurant and wine cellar Josic. Cherry on the cake were excellent „tamburasi“ band which left the happy crew singing and dancing into the night. Next day our distributors learned about VpCI® integrated solutions concept and product case histories. During this presentation they were shown exciting new Cortec's applications around the world.



After delicious lunch at famous Baranja's house restaurant everyone agreed that this training was amazing opportunity and that it should become a regular event in EcoCortec® plant as an excellent learning tool for our European partners. Packed with plenty of new useful information and updated with all VpCI® secrets that will help boost their sales, the guests greeted our local team until new EcoCortec® gathering!

