

IntelSius and InprouS Introduce Orca 2.0 to Spain & Portugal

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Here's how we made the announcement through a news release. The first one IntelSius has ever released in a language other than English.

Madrid, España – IntelSius, una empresa de DGP diseñadora, fabricante y distribuidora de soluciones de envasado con control de temperatura con sede en York (Reino Unido), ha firmado un contrato de distribución con InprouS. El anuncio tuvo lugar durante la presentación de Cold Chain Solutions por parte de InprouS y de los representantes de IntelSius. El contrato amplía a España, Portugal y Andorra la distribución de los productos de IntelSius por medio de InprouS.

Here's the version in English:



IntelSius, a DGP company, a designer, manufacturer and distributor of temperature-controlled packaging solutions based in York, UK signed a distributor agreement with InprouS. The announcement was made at the Cold Chain Solutions presentation by InprouS and representatives from IntelSius. The agreement extends IntelSius products through InprouS to Spain, Portugal and Andorra.

We weren't sure what to expect when InprouS suggested they host

Upper left: Steve Healy Introduces ORCA 2.0 to InprouS customers at the event held in the Antigua Bodega San Blas 4. Right: InprouS clients mingle and look over the features and benefits of ORCA 2.0.

an event and invite their clients to whom the ORCA 2.0 would be of interest. InprouS asked us to supply them with a banner to display as well as all three sizes of ORCA 2.0. They were shipped from our office in York, UK and were in Madrid when Steve Healy, global director of sales, and I arrived on June 5th.

So what the heck were we doing in a wine cellar?

This was an exciting partnership for both Intelsius and Inproux. They rolled out the red carpet for their clients in several ways and their efforts were met with enthusiastic approval. Like staging the announcement event in a wine cellar. It was a perfect venue as evidenced by the 95% of the invited guests who attended. Talk about going the extra mile, Inproux, headquartered in Barcelona, is opening an office in Madrid to be more accessible and provide better service throughout Spain. In addition, one of the largest pharmaceutical makers in the Spanish market approved Inproux as an official cold chain partner as a result of the event and Orca 2.0. So overall the partnership is a smashing success!

The more I learn about Inproux, Spain and it's culture the more I like doing business there and look forward to more visits.

Not everything went off without a hitch. As we waited in the lobby of our hotel before heading to the venue a rowdy, loud group of juveniles came in, distracted us deliberately, and stole both our cell phones. Steve valiantly gave chase but the thieves split up and were quickly lost in the unfamiliar streets of Madrid.

On the other hand, Inproux' clients are thrilled with the new services being offered in Spain. "The ORCA 2.0 range utilizes advanced Plantol™ Phase Change Material (PCM) that allows the ORCA 2.0 solutions extended duration in both extreme hot and cold environments with simple pre-conditioning," said Victor Camacho, partner, Inproux. "The versatility of panel configurations for this line allows for cost effective, performance for our clients," Camacho said.



The ORCA 2.0 line is a high performance range of solutions that provides 170+ hours of superior thermal protection for high value, temperature sensitive payloads. The range utilizes our advanced Plantol™ Phase Change Material (PCM), allowing ORCA 2.0 solutions extended duration in both extreme hot and cold environments with simple pre-conditioning.

In addition to its obvious benefits, "Not only will the ORCA range benefit our customers in protecting their valuable payloads, but a portion of the proceeds of each unit sold in Europe will be donated to our chosen whale and dolphin charity partner, ORCA," Intelsius CEO David Walsh said. For more information about them visit:

<http://www.orcaweb.org.uk/>

If you'd like more information on these products or want to learn more about Intelsius please get in touch with me at dia.romanowicz@intelsius.com or +44 01904 677390.