

# **MG Campaign**





**Yamatake Europe N.V.**

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# I. Introduction

	Limitation	Price
<p>2-wires</p> 	<ul style="list-style-type: none"> <li>● Best 2-wires in the world (But, 4-wires are more stable)</li> <li>● ATEX (2006)</li> <li>● Up to 200mm</li> </ul>	<ul style="list-style-type: none"> <li>● Competitive</li> </ul>
<p>4-wires</p> 	<ul style="list-style-type: none"> <li>● No limitation (undoubtable quality)</li> </ul>	<ul style="list-style-type: none"> <li>● Not Competitive</li> </ul>

# II. Conclusion

**If:**

- 1. You need to offer 4-wires or mix of 4-wires and 2-wires &**
- 2. Competitor is offering lower price &**
- 3. You want to get new customer or protect existent customer against competitor.**



**Please consult Yamatake Europe with:**

- 1. Target price for the customer &**
- 2. Target margin for you.**



**We will study each case, if we can provide STP to win the JOB.**



**If you get the JOB with STP, please place the order with copy of end-user PO.**