

Unique value and superior customer service - Analox takes a closer look at our distributor, **Micro Matic.**



Selecting a distributor is never easy, but when you sign the right one you create a solid and authentic relationship based on shared goals and values. Analox utilizes this network of distributors to ensure we operate effectively all over the world.

One such distributor is **Micro Matic.** Signed by Scott Clarkson, our Sales Account Executive for Analox Americas. Micro Matic has been proudly working with Analox for nearly a decade.

To find out more, we spoke to their **Technical Director, Tom Geordt...**

Hi Tom, first off, who are you and how did you get to where you are today?

My name is Tom Geordt, and I am the Technical Director and founder of the **Dispense Institute training programs for Micro Matic USA.**





“...we found the Analox CO₂ detectors to be a very reliable and well-made product”

For over 30 years, I have been working with draught beer equipment and leading the industry in system design and installation techniques. I have built thousands of commercial beer systems in the U.S. and worldwide, **setting global standards on draught dispensing best practices in my career.**

Before Micro Matic, I owned and operated a successful draught beer installation and cleaning business for over 20 years. In my spare time, I enjoy spending time with my family, fishing, live music, and of course, a great pint of beer!

You're in the right business if you enjoy a great pint of beer! Tell us more about Micro Matic?

We were established in 1953 and are located in over 120 countries, **Micro Matic is the leading global supplier of premium On Tap dispensing solutions and equipment.** We have four strategically located sales and distribution centers in the U.S. **allowing for quick and reliable product delivery.**

Each center maintains an inventory of draft equipment products for everything on tap: beer, wine, coffee, cocktail, water, tea, and nitrogenated products, **enabling fast and dependable order fulfillment.**

As industry leaders, Micro Matic offers a variety of training and education initiatives too. We have an **experienced sales team providing superior customer service and technical expertise** by thinking long-term when providing customer solutions. Strong sales support services are in place to help on-premise retailers grow their business. By possessing a thorough knowledge of customer demands, a high level of innovation, and strong corporate culture, **Micro Matic creates unique value-added beverage solutions through decades of experience,** global reach, and industry-leading training for clients.



Micro Matic and Analox have been working together for a number of years, what inspired you to choose Analox as your gas analyzer supplier?

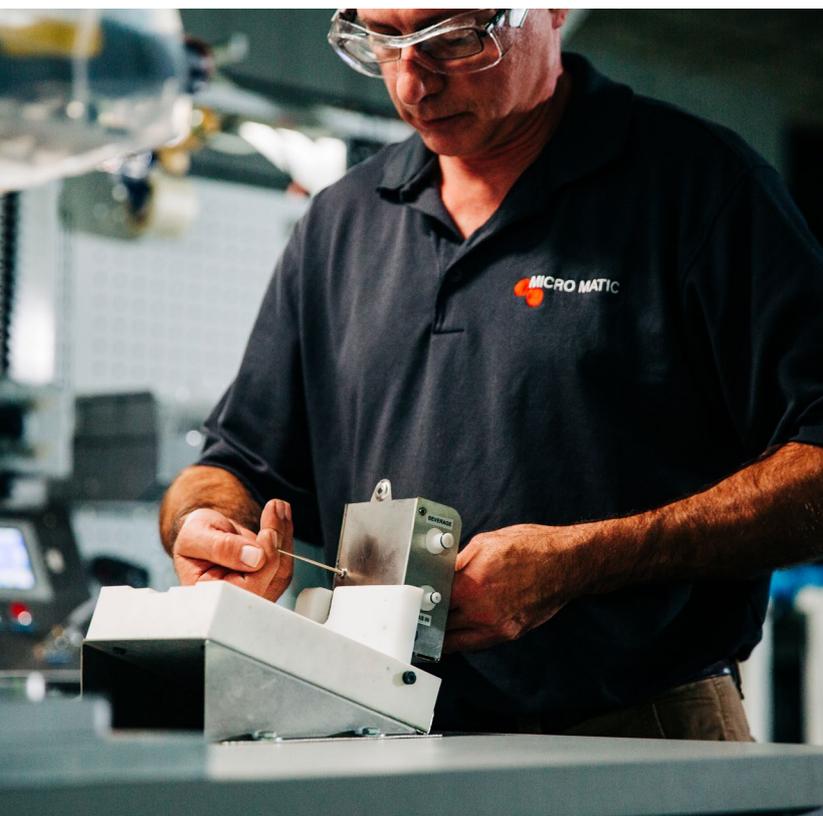
Micro Matic began selling Analox in 2012. Because of the industry we are in, **CO₂ safety has always been a priority.** When searching for a CO₂ safety equipment supplier for our portfolio, we found the Analox CO₂ detectors to be a **very reliable and well-made product at a fair price.** Analox provides **excellent customer service and is easy to do business with.**

Thank you for the compliment! Our two companies have a really positive relationship, how do you see this progressing?

Analox continues to innovate and grow its product line based on the developing market conditions. This philosophy is very similar to ours, and **I see a bright future for both companies developing stronger relations.**

Final question, what does the future hold for Micro Matic?

Micro Matic will continue to support the draught beer industry and continue expanding on the all beverage platform. The diversity in product offerings and capabilities will allow us to scale into additional markets. **The future looks very positive!**



Visit the **Micro Matic** website for more information about the systems and services they offer.

To discuss **becoming a distributor** of CO₂ monitoring equipment contact the Analox team or visit our **CO₂ application page** to check out all our CO₂ related products.

You can call us

UK/Global: +44 (0) 1642 711 400

US Office: (714) 891 4478

US Toll Free: (877) 723 3247

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info@analoxgroup.com

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