



# Sign up to Trident

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# Intro

**Trident is the UK's leading pharmaceutical wholesaler of generics and parallel imports. With our huge buying power and strong relationship with Europe's leading suppliers, we can supply you with the highest quality medications and at the best prices.**

Partnering our competitive pricing is a product range that's more extensive than any other supplier. Whether you require tablets, creams or inhalers, we've got all formats covered and, by utilising AAH's nationwide transport network, we can deliver them to you the next working day.

Trident also has the UK's largest on road sales team. With access to sales data and statistical analysis, they can provide you with the market insight you need to take advantage of the latest product developments and price drops.

With our combination of competitive pricing, extensive product range and expert account management, Trident is the name you can trust to manage your generic and parallel import needs.

- **UK's largest wholesaler of generics and parallel imports**
- **Competitive pricing**
- **Extensive product range**
- **Expert account management**

Trident has an excellent telesales team, very experienced and knowledgeable. Their account management team is also excellent, always first with important information and you can guarantee that it is correct.

Marie Pearson, Whitworth  
Chemists Ltd, Scunthorpe

Trident offer competitive pricing with ease of ordering, their telesales department offer easy access to a large range of products with the added advantage of speedy deliveries. However, it is the account management where Trident really comes through, with tailored strategies, statistical analysis, Cat M updates and up-to-date market information they are a valuable buying tool in an ever shifting marketplace.

Glen Loyseau, Weldricks  
Chemists, Doncaster



# Competitive pricing and huge buying power

**At Trident we understand that when you're dealing with tight margins gaining that extra ¼ or ½ percent profit can make all the difference to your bottom line. Our 18 strong UK & Europe buying team is dedicated to sourcing the best generic and parallel import products throughout Europe and supplying them to you at the most competitive prices.**

As the UK's largest wholesaler of generics and parallel imports, we have a strong relationship with all the leading manufacturers in the key source markets of Southern Europe. This relationship enables us to gain preferential stock allocation and the ability to source key stock whenever you need it.

Trident's huge buying power also brings with it the benefits of scale and cost savings. Whenever we're involved in negotiations with suppliers you can be assured that we're negotiating to get the best prices and product allocation on your behalf.

To enable you to gauge our cost savings for yourself, we provide a price comparison service. And, as an added bonus, we also run manufacturer blitz days and promotional offers to give you that extra ¼ or ½ percent profit whenever we can.

- **Strong relationship with all of Europe's main suppliers and manufacturers**
- **Preferential stock allocation**
- **Competitive pricing that gives you that extra ¼ or ½ percent profit**
- **Price comparison service**
- **Manufacturer blitz days and promotional offers**

# The largest product range on the market

Trident has the largest product range in the market, with a catalogue that includes over 900 generic products and 500 parallel imports.

In fact, we supply nearly 150 more products than our competitors, with new products added constantly as new generics and parallel imports become available. We only source from Europe's leading manufacturers, so you can be assured that our generic products are exceptionally high quality and as effective as branded medicines, whilst saving pharmacies and the NHS millions every year.

Whether you require tablets, capsules, creams ointments, ophthalmics or inhalers, Trident's extensive range ensures you can supply customers with the highest quality medications and at the best prices.

- Over 900 generic products and 500 parallel imports
- Over 150 more products than our competitors
- New products added constantly
- All formats covered



# Expert account management

Keep updated on the latest products and best prices with our expert account management.

Generics and parallel imports is a fast paced market, with new products and ranges becoming available on a near daily basis. But staying up-to-date on the latest product developments and price changes can be a daunting task.

Trident's extensive on road sales team can provide you with the market insight you need to maximise your profit margin. Utilising statistical analysis and market insight, they can advise you on changes in the marketplace, new products that have become available and all the other information you need to be make educated product choices.

Partnering our road based sales force is a highly efficient and knowledgeable telesales team. With their access to sales data and Cat M analysis, they can also guide you on the most popular products and ranges offering the maximum savings.

- Industry's largest on road sales force
- Market insight and product knowledge
- Cat M analysis to analyze tariffs and gauge profit
- DTP calculators to help improve your margin
- Attentive and knowledgeable telesales team

# Next day delivery on all your orders

Ensuring you can maintain high stock levels can be a challenge when you're dealing with sudden surges in demand for different product ranges throughout the year.

To ensure you're able to meet these peaks in demand, as well as supply customers with the medications they need at all times, Trident provides a next day delivery service for our entire generic and parallel range.

Orders can be easily placed using a variety of methods, including PRM or FAX, as well as by phoning our award winning telesales team. After your order is placed it is then packed by our highly qualified team of QPs and technical staff before being arranged for delivery by AAH's nationwide transport fleet.

With Trident you can be assured of always being able to meet peaks in demand and being able to supply customers with the products they need when they need them.

- Meet surges in demand
- Maintain customer loyalty
- Variety of ordering methods
- Award winning telesales team
- Utilises AAH's nationwide delivery network



# Unparalleled infrastructure investment

At Trident we're constantly striving to improve the service we can provide to our customers. This aim has seen us invest an unparalleled £20 million in our infrastructure and facilities in recent years.

This includes £3 million being spent on a 200,000 square foot warehouse at our headquarters in Stoke. This state-of-the-art facility enables us to maintain exceptionally high stock levels and a rapid turnaround on all of your orders.

- Unparalleled investment of £20 million in infrastructure
- £3 million invested in 200,000 square foot state-of-the-art warehouse

Generics and parallel imports is a fast paced market, with new products being released and price changes occurring on a near daily basis. Trident provides the market leading statistical analysis tools, knowledge and insight you need for navigating the market and gaining the maximum savings.

With the most extensive product range available, huge buying power and competitive pricing, Trident can give you that extra ¼ or ½ percent profit and boost your bottom line.

**Contact your regional account manager today and find out how Trident can help you to start making savings on all your generics and parallel import orders.**



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