

Criteria		Customer A (France)		Customer B (UK)		Customer C (Germany)	
		CY	CY + 3	CY	CY + 3	CY	CY + 3
Price		25	40	50	60	Q	20
Delivery	– reliability	QQ	QQ	QQ	QQ	Q	QQ
	– speed	35	40	20	20	15	25
Quality conformance		QQ	QQ	QQ	QQ	QQ	QQ
Design		Q	Q	Q	Q	30	25
Technical support		25	20	30	20	30	15
Brand name		15	Q	Q	Q	25	15

NOTE: Q denotes qualifier, QQ denotes an order-losing sensitive qualifier, CY denotes current year.

**EXHIBIT 2.16** European engineered sealing systems company: order-winners and qualifiers for three customers