FLUKE®

Fluke CarePlans

Everything you need to make your life easier



Distributor brochure

Help your customers decrease costs and increase productivity.

Fluke Corporation introduces new CarePlans. These CarePlans provide your customer the highest level of service at the best price available.

The CarePlans are easy to purchase and register. They provide premium coverage to your customer from the moment of registration. These CarePlans allow your customer to control costs and reduce worry through the life of their instrument. They guarantee that your customer's instrument is ready to work when they are.

No other service provider can match the features of the Fluke CarePlans.



priority Gold Instrument CarePlan

Gold CarePlans

These plans are for customers that calibrate their products annually.

Key features

- Customer receives three day NIST traceable calibration with data
- Extends the customer's existing product warranty by two years
- Customer receives free repairs with guaranteed five day in house repair (including calibration)
- Customer units will not be delayed waiting for purchase orders—their instruments will be processed immediately
- Customer receives a serialized product with simple registration instructions
- All necessary upgrades will be added to the customer's unit free of charge
- Customers receive prepaid priority freight on return of instrument
- Customers receive an average 40 % discount from standard calibration pricing with free repairs

All of these features begin the moment that your customer registers.

Silver Instrument CarePlan

Silver CarePlans

These plans are for customers who do not calibrate their products annually.

Key features

- Customer receives comprehensive repair coverage
- Customer warranty is extended by two years for a fraction of the price of a single repair
- Customer receives free repairs with guaranteed five days in house turn around time
- Customer receives calibration after repair
- Customer units will not be delayed waiting for purchase orders—their instruments will be processed immediately
- Customer receives a serialized product with simple registration instructions
- Customer receives prepaid priority freight on return of instrument

All of these features begin the moment that your customer registers.

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Here's how they work:

Your customer orders their CarePlan from you. You send them the serialized product and they register immediately. If their unit needs service from that point on, they will receive priority service from the factory. Your customers will receive notifications when their instruments are due for calibration.

These plans are completely transferable. If a covered unit comes in for service, it will receive free, expedited service even if the customer does not know that they are covered.

Qualifying for the CarePlans

You may sell a Fluke CarePlan with the instrument sale or up to four months after you have shipped the covered product.

Products covered

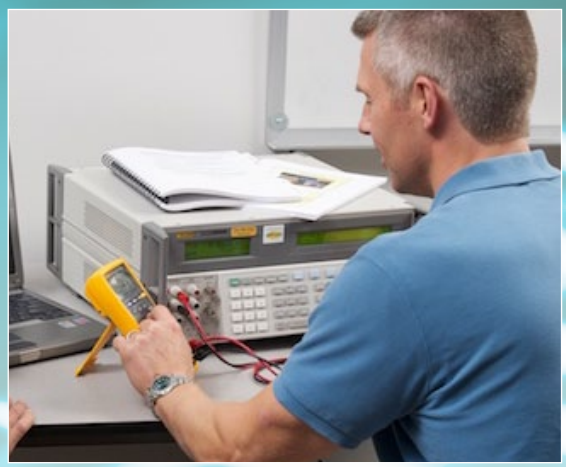
Gold and Silver CarePlans are offered on all products in the following categories with suggested list prices above $300:

- Power quality tools
- Earth ground testers
- Insulation testers
- Clamp meters
- Process calibration tools
- Indoor air quality monitors
- Portable oscilloscopes
- IR thermometers
- Digital multimeters (Gold CarePlan option only because they already come with a lifetime warranty. The Gold CarePlan for Digital Multimeters includes seven annual calibrations.)

Thermographic imagers have unique Gold, Silver, and Bronze CarePlans which include loaners and are not part of this program.

There are 30 CarePlans covering all of Fluke products. Use the CarePlan datasheet to find out which CarePlan covers which product.

When Fluke introduces a new product, we will simply add the product onto the CarePlan datasheet.



Need some help selling Fluke CarePlans?

Here are some questions to ask:

Gold customers

1. **Why calibrate with Fluke Corporation versus another calibration service?** Many third party calibrations do not provide all manufacturers' specified measurement points during a calibration. While this may allow them to charge less for a calibration, it also gives you less confidence in the results. Fluke Gold CarePlans provide Fluke calibrations.
2. **Would you like to save over 40 % on annual calibrations?** Fluke Gold CarePlans save you 40 % of the cost of annual calibrations.
3. **Do your auditors require a NIST traceable calibration sheet with data?** Fluke Gold CarePlans are NIST traceable and always include data.

Silver customers

1. **Can you afford to be without your instrument?** Fluke Silver CarePlans provide the fastest turnaround time possible.
2. **Do you need to control costs?** Fluke Silver CarePlans are purchased up front and cost a fraction of a single repair price. In addition, your unit is calibrated at the Fluke factory before it is returned.

Who is interested in CarePlans:

Gold CarePlans
Customers in regulated industries
Customers who regularly request NIST traceable data with their instruments
Customers who want controlled costs
Customers in larger companies
Examples: Industrial electricians, manufacturing, plant managers

Silver CarePlans
Customers who don't calibrate
Customers who can't be without their instruments
Customers who want controlled costs
Examples: Commercial electricians, building inspectors, facilities managers



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Fluke. *Keeping your world up and running.*®

Fluke Corporation
PO Box 9090,
Everett, WA 98206 U.S.A.

Fluke Europe B.V.
PO Box 1186, 5602 BD
Eindhoven, The Netherlands

For more information call:
In the U.S.A. (800) 443-5853 or Fax (425) 446-5116
In Europe/M-East/Africa +31 (0) 40 2675 200 or Fax +31 (0) 40 2675 222
In Canada (800)-36-FLUKE or Fax (905) 890-6866
From other countries +1 (425) 446-5500 or Fax +1 (425) 446-5116
Web access: http://www.fluke.com

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Printed in U.S.A. 5/2012 4208055A_EN

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