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THE TRADE JOURNAL for industrial B2B



Focus: Industrial B2B in Europe

Why Haberkorn relies on size and internationalisation

E/D/E: Stable basis 2016, strong growth 2017 – the course has been set for the future

EVOLUTION: The E/D/E strategy and organisational development process

E/D/E extra: Technical trader P.J. Schulz uses eDC data

Sector in focus: Partners for technology and FAMO in the interview



» The course has been set for the future «



Dr. Andreas Trautwein. (Photo: E/D/E)

Dear Sir or Madam,
dear partners and friends of E/D/E,

As the first quarter already draws to a close, I would like to look back once again and express my heartfelt gratitude to all of you for your loyalty and teamwork! Together with you, we achieved a trade volume of 5.56 billion Euro in 2016 and, with a slight upward trend, impressively confirmed the high level of the previous year. I am greatly pleased that in this context, we will at least reach the mark of the previous year with projected reimbursements of 142 million Euro.

2016 has shown that the international business provides opportunities for industrial B2B. For example, our foreign trade volume increased by 5.3 percent to 1.24 billion Euro and today has a share in the total trading volume of almost 23 percent. A reason for us to dedicate this edition of the Industrial B2B Magazine to the topic of "Industrial B2B in Europe". Even when the regional core continues to dominate, it is still worth looking at Europe in times of globalisation and growing international trade.

We at E/D/E have set several new courses in the past years. On the one hand, we have strengthened our building services, created growth perspectives, and will achieve a trade volume of 1.3 billion Euro in 2017. On 1st January, we also started with major new members.

On the other hand, we have started a broadly based strategy and organisational development process with EVOLUTION at E/D/E, which affects all segments of the entire E/D/E Group. We monitor various developments:

- The market logic and the value-added chain are changing and require completely new thought processes and service offerings.
- The specialisation of our members increasingly requires individualised service packages and support.
- New market participants are forcing their way into the European and German market.
- Online sales is gaining significance at dramatic speed even in industrial B2B and our members expect adequate solutions in accordance with our duty.
- Concentration processes are also changing the market conditions and thus the demands on a purchasing association.

With EVOLUTION, we create the conditions for anticipating the consequences of recognisable market developments. In accordance with this, we will be further developing the E/D/E business model in 2017 and aligning it to the future. We also want to continue supporting our members, suppliers, and cooperation partners in making their businesses ready for the future and in running them successfully. And that only works when we create added value for our partners: tailor-made, competitive services,

which respond to the changing market requirements.

With the innovative stakeholder analysis (abbreviated ISA) we have requested assistance from many players from the industrial B2B value-added chain at the end of the past year to create a base of operations for EVOLUTION. In total, we have requested more than 2300 decision-makers to answer our questions. With our analysis, we seem to have hit the nerve of industrial B2B; the participation was remarkable. Around 50 percent(!) of the target group participated in the survey. We thank you for this!

We will be greatly involved in EVOLUTION in the coming months to set ourselves up for the market changes – naturally without neglecting the daily business. We are looking forward to taking this further path together with you.

*Ich
Andreas Trautwein*

Chairman of the E/D/E Management Board

We are interested in your opinion on the PVH Magazin.

Please address any praise, criticism, or desired topics to
dialog@ede.de



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Comfort on the high seas



► The Quantum of the Seas is one of the largest cruise ships that was built in Germany. With a length of 348 meters and a 41-meter width, the luxury liner covers ten thousands nautical miles annually and can accommodate up to 4180 passengers per trip.

Energy efficiency and the stability of fittings and sprinklers play a decisive role here. For this reason, those in charge of the sanitary facilities of the passenger and crew cabins and the public restrooms have chosen the E/D/E supplier Hansgrohe. The Ecostat Comfort shower thermostat guarantees a consistently pleasant temperature in the showers. The Croma 100 Vario EcoSmart hand-held shower with a four level spray head ensures low water consumption.

The limited space and the specific layout of the cabin bathrooms of the Quantum of the Seas required perfectly fitted solutions for their installation. The pull rod of the likewise installed Metris wash-basin mixer, which is used to open and close the drain, was moved from the right to the left side. Even for incidents on the high seas, a small spare-parts warehouse always ensures a supply. If maintenance should actually be required at some time, a Hansgrohe employee or partner will board the ship, for example, at the home port. [1]



Quality by Hansgrohe. (Photos: Ingrid Fiebak-Kremer)

E/D/E annual press conference on 15th February

Stable basis 2016, strong growth 2017 – E/D/E sets itself up for the future



Journalists at the E/D/E annual press conference. (Photos: E/D/E)

► E/D/E also achieved a high trade-volume level in 2016. Besides, the buying association in the segments of building services, steel and tools gained significant members. A burst of growth is foreseeable for 2017: The trade volume is expected to reach 5.89 billion Euro. With a view to the future, E/D/E has started the EVOLUTION strategy and organisational development process.

The buying association E/D/E based in Wuppertal is also reporting high growth in 2016, with a particular emphasis on international business. The various segments exhibited a development in accordance with the market level or even better. At the same time, the core projects of the CHALLENGE 2020 strategy program developed positively.

In the past fiscal year, the E/D/E Group increased its trade volume with members and cooperation partners to 5.56 billion Euro. In comparison to the previous year, growth was around 1.1 percent or 58 million Euro. The trade volume achieved abroad grew by 5.3 percent to 1.24 billion Euro. The E/D/E Group's consolidated annual net profit amounted to 16.5 million Euro in 2016, (2015: 20.3 million). The cash flow reached 27.5 million Euro (2015: 27.3 Million) the equity reached 367 million Euro at the reporting date 31/12/2016 (2015: 353 Million). The equity rate was at 45.5

percent on 31.12.2016 (2015: 44.4 percent).

Major new members

In 2016, major distributors from the building-services, steel and tools segments, including the Partners for Technology and the FAMO Group have chosen E/D/E. The Group is currently involved in advanced collaboration discussions with additional distributors.

EHH EURO HAUSTECHNIK-HANDEL, jointly established by MAH and WUPPER RING in 2015, has very successfully concluded its first complete fiscal year. Product lines were merged, concept bath projects were implemented with the manufacturer's industry and a new trademark line was established for products from the heating product range. Massive consolidation tendencies led to a considerable reduction in the trade volume for the building-services segment due to loss of members resulting from the sales of companies. Nevertheless, the previous year's level could be nearly achieved thanks to organic growth and new business with 1.22 billion Euro (minus 1 percent). With structural effects adjusted, the growth was 4.9 percent. The growth abroad particularly supported the positive development. The E/D/E cooperation partner VGH International made an essential contribution. It has been active in 15 European countries with international sales of more than 3.6 billion Euro and has continued its growth course from the previous years. Dr. Andreas Trautwein Chairman of the E/D/E Management Board: "With our new partners we are embarking on a considerable course of growth. In 2017, we will be achieving a centrally regulated trade volume of more than 1.3 billion Euro in building services in Europe. With our services, we will also continue to exclusively strengthen industrial B2B."

In addition to this, E/D/E is taking advantage of the opportunities in other European countries. EDE International has acquired new members,

cooperation partners and suppliers in defined countries in 2016. The E/D/E Group has meanwhile achieved almost 23 percent of its total trade volume abroad.

The steel business division, which was spun off to the ESH EURO STAHL-Handel in October 2016, focuses on the European business and is expanding its product competence. Joint supplier options are already being utilized with members in Austria and Switzerland. Partners in Benelux and Scandinavia are expected to follow shortly thereafter. Last year's price turbulences in the trade volumes are only still slightly noticeable following the high demands for steel products starting in autumn – 792 million Euro (minus 3 percent) were achieved.

Moreover, product areas profited in many ways from the sustainably excellent building-construction industry and a good utilisation of the tradespeople core target group. The industrial stimuli of the tool segment largely remained dormant because key sectors, such as machine construction, tended to remain flat. With numerous customised sales activities, the specialist areas could jointly score points on the market with its members. Nearly all of the business divisions were able to increase their warehouse sales in 2016 due to targeted product-line work, geared to the needs of the members. In 2016, the eLC central warehouse in Wuppertal exceeded the mark of 100,000 warehouse articles.

The ETRIS BANK developed and piloted a modern and powerful IT platform as part of the ZR 2020 core project in the past two years. It acquired its first third-market customer in 2016 and connected it to the new system. This customer uses the services of the ETRIS BANK to process all levels of the central payment both automated and digital. The third-market business will be accelerated



Dr. Andreas Trautwein, Chairman of the E/D/E Management Board, also provided the journalists with an outlook of the strategic and organisational EVOLUTION development process.

in 2017. In addition to this, the bank expanded its factoring offer.

The core projects of the CHALLENGE 2020 strategy program developed positively. The eDC electronic data centre delivered more than 600,000 refined articles to participating distributors in 2016 and thus offers considerable added value in the daily business. The key performance indicators at Toolineo developed positively – along with traffic and turnover, for example, these included the reselling rate and marketing efficiency. The continued assortment growth is now achieved by the integration of

the distributor's inventories. The technical solution is available since autumn 2016. In cooperation with the distributors, the additional general conditions are established to increase the assortment from the current 80,000 to initially 200,000 by the end of 2017. This forms a good basis for scaling Toolineo after one year. All E/D/E future projects are being consistently and continuously evaluated and adapted to the needs of the market and members.

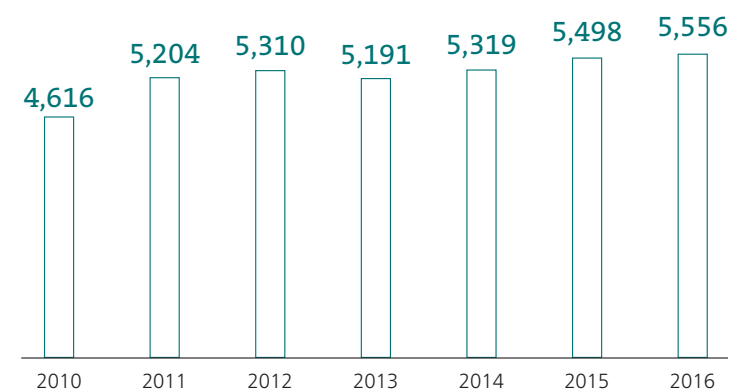
Dr. Andreas Trautwein: "We succeeded in 2016 in increasing our trade volume in a permanently demanding market environment and in setting the trend for the future. We are observing that the market logic and the value-added chain are fundamentally changing – the market is redistributing itself. In order to also secure our performance in the future, we have started EVOLUTION; a company-wide based strategy and organisational development process."

Investment in the future

The E/D/E duty implies that the entrepreneurial independence of the members should be encouraged and that the suppliers and cooperation partners are being supported in operating their businesses successfully with a reliable future. Dr. Trautwein: "The greatest part of the annual result by far is generally retained to continue strengthening the financial power of the company group. Moreover, it is our clarified goal to create added value for our partners and to develop perfectly suited competitive services which respond to the changing market requirements. For this reason, we have started ►

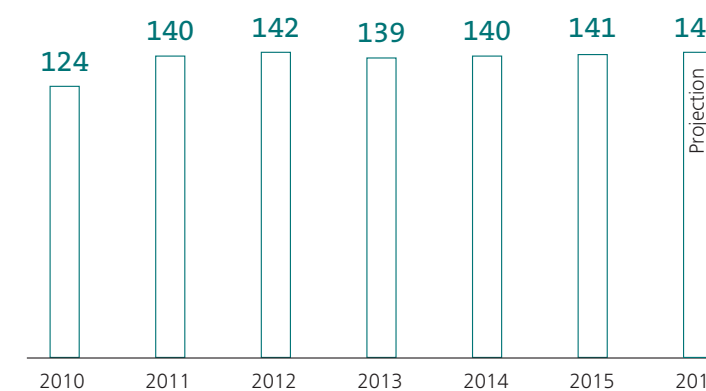
Trading volume

Total in million Euro



Reimbursements

Total in million Euro



◀ EVOLUTION and will continue making large investments in the future in 2017.

On 31st of December 2016, the companies within the E/D/E Group employed 1103 employees throughout Europe including apprentices (2015: 1085 employees). Against the background of the outlined consolidation developments and the competitive situation, the number of members changed to 972 specialist retailers (minus 19 specialist retailers) and 263 retailers (minus 15 retailers).

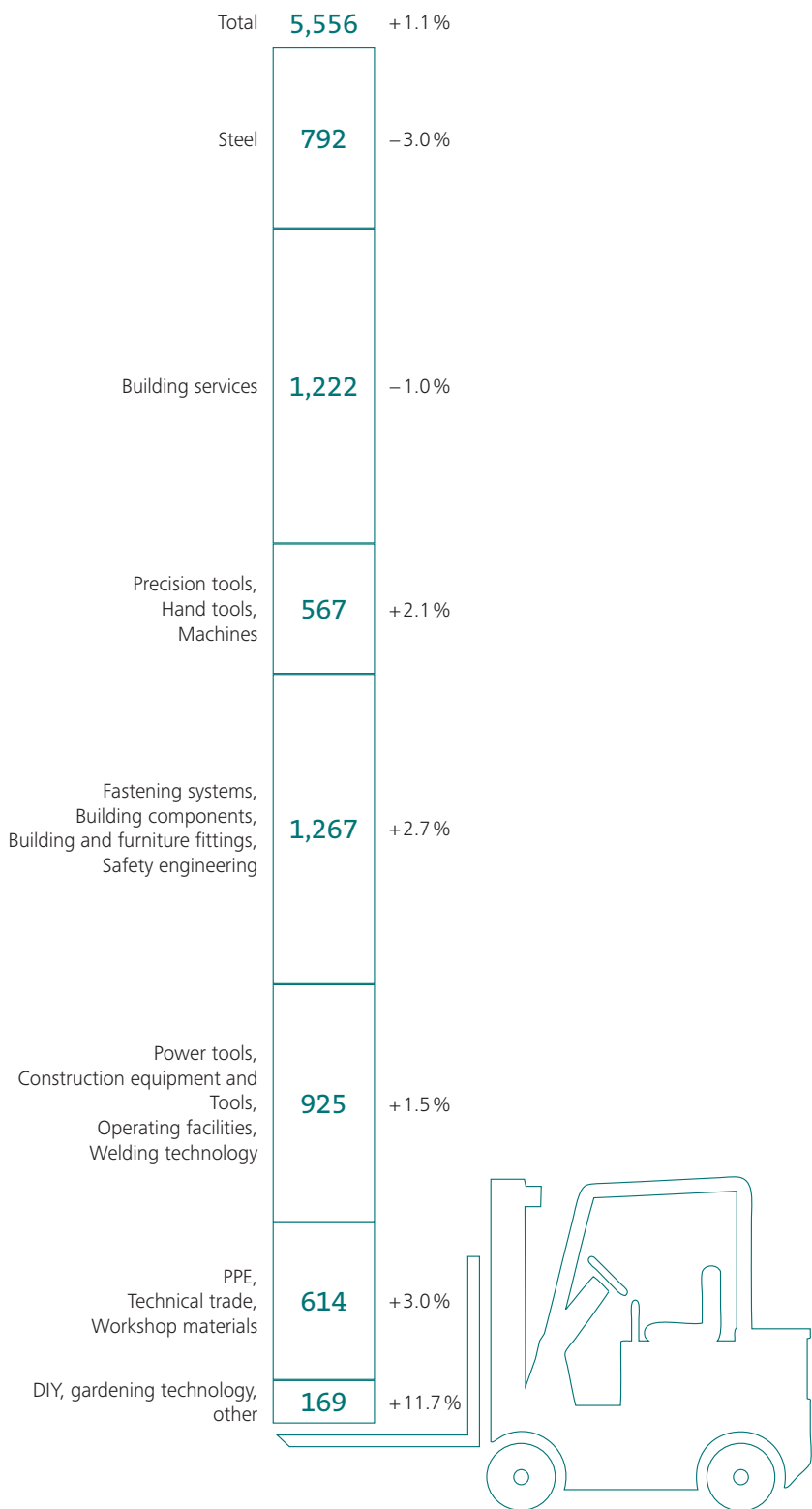
In 2017, E/D/E plans a trade volume surplus of 6.1 percent or 336 million for a total of 5.89 billion Euro (central payment plus 5.8 percent/306 million, warehouse surplus 11.4 percent/30 million Euro). Dr. Trautwein: "Although we have started the new fiscal year very optimistically, we are still well aware of the volatile political and economic general conditions in Europe. We will consistently focus our company management on these factors. Following a consolidation phase, we find ourselves once again on a clear path of growth in our core business." [ck]

E/D/E trading volume

Development according to business divisions

as of 31/12/2016

In comparison with the previous year's time frame, in million Euro



Chairman of the E/D/E Management Board in discussion with journalists.



1 + 1

= 3

» People must be included «

► Core competence – this concept is most frequently mentioned by many managers when they list the strengths of their companies. The meaning, however, goes far beyond this: Core competences are the capabilities of a company which bring clear strategic advantages and are decisive for their organisational development, particularly in dynamic competitive environments. When Wolfgang Blum uses this concept, it is clear that he is very well aware of its further-reaching significance. “The integration of companies is our core competence. We have a huge amount of experience here; we can do this really good. And that is also well-known on the market.”

For Blum, the integration core competence is a clear competitive advantage in times of increasing consolidation in technical trading. “There is currently much money on the market. Foreign capital is easy to reach, some major players are on downright shopping sprees. And they come across many mid-sized companies in Western Europe which, with turnovers of 20 to 50 million Euro, are no longer moving forward; moreover, many generational changes are currently pending – a sale in such cases is very frequently a viable option.” The decisive issue, however, is always how to succeed in generating added value from the takeover: “One plus one equals three – that must be the goal. ►



◀ And that is also the case for many of the founder families giving up their companies. They want their legacies to be well managed and in safe hands. They are well aware when a major company simply purchases for the sake of buying – a strategy or aspired market power cannot always be recognised.

Blum provides a clear goal for Haberkorn: make use of consolidation, be ready for Europe, keep pace with the major competitors – along with classical technical retailers, he expressly also includes Amazon. And always uphold the values of Haberkorn. “The combination of business background, maximum customer and employee satisfaction, innovative solutions and efficient processes – this distinguishes Haberkorn. The consistency of our actions let us become very attractive as a partner for companies in Europe wishing to sell.”

Haberkorn officially started its internationalisation process in 1992. At that time, we were a large fish in a small pond in Austria and had reached our limits, explains Blum. The opening of the borders to Eastern Europe provided opportunity and motive at the same time. Give it a try and then build a strategy around it – that was our approach. With its first major takeover –

Haberkorn purchased the traditional Austrian company Gebrüder Ulmer in 2003 – the Wolfurt natives strengthened their expansion strategy. Ulmer at that time was around the same size as Haberkorn and also strongly involved in Eastern Europe. Up to now, Haberkorn has been focusing on the East since the markets are still not fully developed and highly dynamic. A separate strategy exists for the DACH region with its saturated markets. “In 2016, we grew by 7 percent in Austria and internationally by 10 percent. We are already earning 40 percent of our turnover in foreign countries. I consider a ratio of 50:50 to be a very practical goal”, says Blum.

Even when the markets in the Czech Republic, Slovenia and Co. generally develop dynamically, the achieved rates of growth are then still surprising and show that Haberkorn has done something right in the past. “We have impressively demonstrated that Haberkorn’s success model also works in times of uncertainty in world politics”, says Blum. “We have moved the right control levers in the past years. The seeds are growing and we can harvest the fruits of our labour.” It sounds very satisfying but represents merely a snapshot for Blum. A more precise view of the Haberkorn model and the control levers help to understand further goals.

Haberkorn at a glance

Haberkorn supplies industrial and construction companies with PPE, lubricants and technical products such as hoses, machine elements and hydraulics. The family enterprise with its headquarters in Wolfurt/Vorarlberg was established in 1932. Today with over 1600 employees and more than 30 locations in Austria, Eastern Europe, Germany and Switzerland, Haberkorn is one of Europe’s leading technical distributors. The group generated a turnover of almost 400 million Euro in 2016. In its own words, Haberkorn considers E/D/E as an important sparring partner in many innovative areas. Moreover, the company relies on E/D/E’s own brands and the central payment.



Are very satisfied with their employer: The Haberkorn employees.



Integration of companies as core competence.

Internationalisation

“When we are active in foreign markets, we don’t simply multiply our product range in other markets – that doesn’t work”, explains Blum. The international subsidiaries and branch offices choose from the entire assortment and operate regionally. The Austrian headquarters solely specifies the crash barriers; the respective company managements are relatively autonomous. They report directly to Dr. Blum who then in turn provides uniform reporting. As a rule of thumb: The greater the success, the greater the degree of freedom.

Integration

Haberkorn has been setting sails in the German market with Sahlberg in Bavaria since 2016. The company is expected to become Haberkorn Germany in the next three to five years. A mixed team from the ranks of the management of both companies has been working on concrete integration plans since February 2016, for example, on market strategy but also on the processes in IT, E-Business and logistics. Blum: “We are combining the best of both worlds and networking our managers at the same time. The new units generally profit from our solutions and innovations which have already proven themselves in Austria. They can take advantage of our building blocks and develop individually suitable solutions which nevertheless generate scaling effects. Strong levers are often concealed there.” In the case of Sahlberg, Blum sees great potential and is setting ambitious goals for the company in the current year with a targeted turnover growth from 50 to 54 million Euro. “We clearly want to obtain market shares in Southern Germany. The staff is responding wonderfully; it views the goals not as pressure but rather as opportunity.” Immediately after the takeover, Haberkorn invited all 200 Sahlberg employees to Wolfurt. While eating Käsespätzle (home-made noodles with cheese), the managers introduced themselves and explained the strategy. Blum: “We need to include the people and express our appreciation from the very beginning for what has been achieved in the past – then the ice is quickly broken. I believe we can do this better than anyone else.” ▶



The Haberhorn headquarters in Wolfurt, near Bregenz. (Photo: Haberhorn)

◀ Employee satisfaction

Blum considers good employees to be the prerequisite for corporate success, which is why they are cherished and well cared for. Trust and personal appreciation are firmly embedded in the Haberhorn DNA. "That is a state of mind. And we require this from our managers. We have already parted ways from a top-class manager because he lacked appreciation for our employees", says Blum who has been Haberhorn's Chairman of the Board since 2003. "Conversely, we have not yet lost a top manager to a competitor." You can practically reach out and touch the satisfaction of the staff with their employers at the Wolfurt headquarters; that shows how considerate mutual interaction is there. It can be measured with the results of the competition "Great place to work": 80 percent of the 500 employees in Austria have responded to 63 questions in autumn of 2016, with 93 percent describing Haberhorn as an excellent place to work. An outstanding result. And the basis for further improvements. The results will be evaluated in detail and additional actions will derive from them.

Customer orientation

Reliability, speed, commitment – according to Blum, these are the most important expectations customers have in their distributors. How does he know this? He simply asked them. Nearly three years ago, Haberhorn set the goal based on a customer survey to be the best technical distributor in Austria, Germany, and Eastern Europe. "Because when someone is really good, the customer has no reason to change suppliers and then the price really takes fourth place." In order to realise his vision, Haberhorn relies on the sales formula "digital and personal", representing a real classical multi-channel strategy. Just with the aspiration to be the leader in both segments. A separate team constantly screens the developments in the digital segment and launches new projects.

The focus for 2016 was on the online shop and on data management. The new online shop was launched in December and represents the "brain" of digital customer management: Haberhorn in Austria is already earning a fourth of its turnover using digital processes such as EDI or innovative output machines.

Field service has now been the focus since 2017. The very high number of field-service workers, around 60 only in Austria, are intended to support customers more individually and individual customers more intensively. At the same time, the back office is handling additional tasks. Blum: "Our field-service concept is an important unique selling point. Our specialists now go into much greater depth with the customers while the generalists in the back office handle the standard tasks."

Even though the highly successful year 2016 is cause for satisfaction, Haberhorn will not be resting on its results. Quite the contrary, as Wolfgang Blum confirms: "The general vision for the future is that we continue to concentrate on the market in which we are currently active and penetrate it more strongly with our product range, E-business, and logistic solutions. There is still a lot to do." [ck]



Sales 2017: digital and personal.

“Europe offers great opportunities”

Interview with Dr. Andreas Trautwein, Chairman of the E/D/E Management Board, and Annegret Franzen, Managing Director of EDE International AG

► Traditionally, industrial B2B is primarily a regionally characterised business. Although this core has remained, industrial B2B distributors are today acting not only nationwide but also beyond national borders in marketing their assortments and product lines internationally. The European business as a whole is an important strategic pillar of E/D/E and will be further expanded.



Sees great opportunities in Europe: Dr. Andreas Trautwein. (Photos: E/D/E)

PVH Magazin: Brexit, national state tendencies in more than a few EU countries – one could almost believe that the European clock is turning backwards. E/D/E is still promoting its international activities. Why?

Dr. Andreas Trautwein: The business interdependencies within Europe have constantly increased in the past years and are currently far advanced. The European states are meanwhile developing more than two thirds of their trade within Europe, which is considerably more than that of the business regions of Asia and America. For an increasing number of our members and naturally also for many suppliers, the international business is currently a matter of course and a permanent pillar of our strategy. Our goal is to support you and our cooperation partners in successfully operating your business in a way that is viable for the future – we thus help you very gladly to recognise and take advantage of the great opportunities which Europe offers.

Annegret Franzen: We have duty-free goods traffic within the EU; that is the engine. E-Commerce is becoming more and more important and knows no bounds. Whether I order online from a provider in my own country or in a neighbouring country makes hardly any difference if the latter has its logistics processes under control. And nowadays, new mar-

ket participants from Germany and abroad are penetrating the German and European markets. The concentration processes in retail result in new multinational players. The business in industrial B2B are being forced to become even more international.

What is the current status of E/D/E concerning its European business?

Dr. Trautwein: The beginnings of E/D/E's European business reach far into the past. For instance, we accepted our first European member back in 1963, a specialist distributor from Luxembourg. This however did not have much to do with systematic processing. The upgrowth of the European domestic market then led to new economic dynamics in the 1990s. In the middle of the 1990s, we also discovered Europe for ourselves and attempted our first gentle approach. We then needed to learn very quickly that Europe does not function like Germany and we must first and foremost develop a European viewpoint if we want to be successful. We have continuously established contacts with other cooperations, networked ourselves ever more strongly and currently work together with many important partners. We are already very well established in many countries, in others, we still see much potential and have already made a mark there. One thing has been and remains important for us: Europe must be in our thoughts; this applies more strongly today than ever. And also, when internationalisation and globalisation are involved – the local happenings are decisive. The regional general conditions must be recognised and adjusted to - otherwise you don't stand a chance.

What do purely German E/D/E members gain from international activities?

Dr. Trautwein: They benefit from the relevance of E/D/E as an international partner of the suppliers. It must be our goal to always remain at eye level with them. The international business is generally standard for the suppliers. The more weight E/D/E can throw into the balance here – and with this, I refer to the network and the performance capacity of our German and international members – the better the results we



Convinced of the strengths of E/D/E: Annegret Franzen.

achieve for every individual member.

Franzen: In turn, we can also offer a great deal to the suppliers namely, when they are planning to expand into new markets. Our international sales channels generate real added value here in the form of direct access to national specialist distributors. Experience shows that we as EDE International initiate very durable business relationships which are profitable for both parties.

And the distributors who are already active internationally...

Franzen: ... rightly expect that their buying association also supports them abroad. Our distributors focussing on industrial services are particularly confronted with a customer group which demands the same quality of service for all of their locations in all countries. For many distributors it is financially not possible to establish subsidiaries or branch offices overall. We must therefore consider networks relying on cooperations with other distributors in other countries who can handle the on-site support. The initiation and promotion of these networks is an exciting task for the future.

Are there still any major differences at all in the European markets?

Franzen: Of course! Both the local markets and also the cultural particularities are sometimes very different. Success requires that they

are being recognised and taken to heart. We create a large reservoir of experience and competence in E/D/E which cannot, however, be transferred one-to-one. Dr. Trautwein spoke about the need to see everything through the eyes of the local residents. That is precisely the point. We therefore adapt and transform for example sales concepts and assortments at EDE International. We advise and accompany the national members, negotiate with international suppliers, create added value with our own brands or provide support in marketing at international trade fairs, for example. An essential and recognised service of E/D/E in Europe is the central warehouse in Wuppertal which keeps more than 100,000 products available round-the-clock. In daily business, we organise market places and training courses for field-service employees. Everything with the goal of expanding the range of services of our partners. [ck]

The E/D/E and its partners in Europe

1995 Founding of EuroCraft S.a.r.l., Umbrella organisation for various cooperations	1999 Cooperation with CDU Consorzio Distributori Utensili Srl. (Italy)	2000 Cooperation with CECOFER-SA S.A. (Spain), EDE International holds a minority share since 2012.	2001 Cooperation with Ferney Group BV, Netherlands	2001 Cooperation with ZEEV AG, Switzerland	2001 Founding of EURO Baubeschlag-Handel AG, Germany	2002 Cooperation with GEWEMA AG, Germany	2004 Cooperation with VGH International GmbH, Germany	2005 Cooperation with Sanistål, Denmark	2006 Cooperation with Meno Group, Belgium	2010 Founding of the ZEDEV AG subsidiary, Switzerland (with ZEEV AG)	2011 Founding of EDE International AG, Switzerland	2012 Founding of the DELCREDIT France S.A.S. subsidiary, France (with SOCODA Group)	2012 Founding of the DELCREDIT España S.A. subsidiary, Spain (with CECOFERSA)	2013 Cooperation with ASIDE - Agrupación de Suministros Industriales de España S.L., Spain	2014 Cooperation with (FORUMplus) Group SOCODA, France	2015 Participation in e+h Services AG, Switzerland
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Easy access to new markets

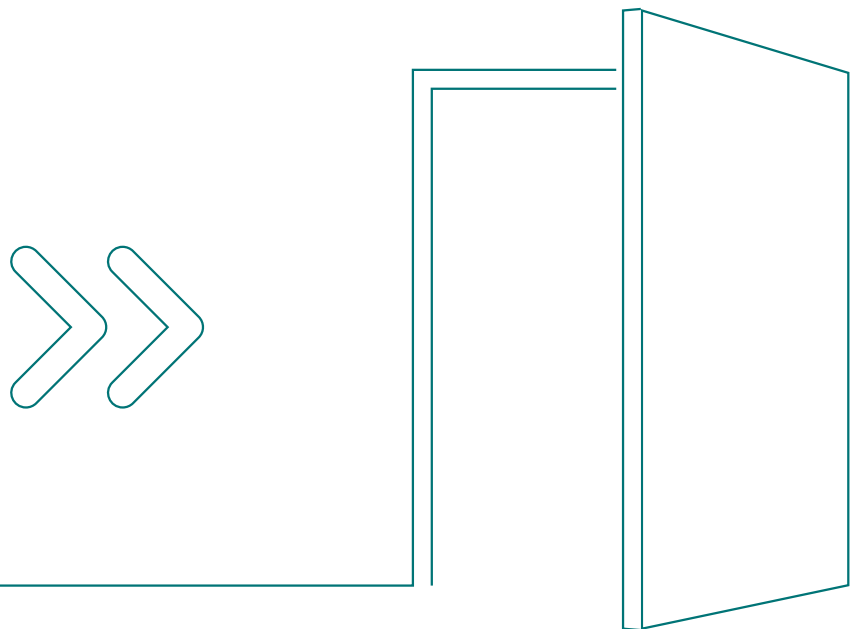
Central payment is one of the core services of E/D/E – it also provides opportunities for suppliers wanting to develop new sales markets in foreign countries. But the development and securing of cash and payment flows is not the only assistance for successful expansion.

► Suppliers wanting to market their products internationally are facing a major challenge; The more countries they supply their products to, the more complex the sales work and the smaller the scale. When language barriers are also added to this in certain sales channels, the expansion can become a very costly experiment. E/D/E is already active in 27 countries and is working on site with more than 600 local distributors and cooperation partners. This is the opportunity for suppliers to establish relationships with distributors throughout Europe which have affiliated themselves with the sales concepts of EDE International.

Even for this type of collaboration, the central payment familiar in Germany is forming the basis: Suppliers and distributors obtain support on invoicing; the suppliers are also provided with services such as trade credit insurance and the handling of complaints and dunning. “Such administrative processes can be incredibly strenuous, especially when developing a complex portfolio with a large number of customers abroad”, says Udo Hehemann, Divisional Head of E/D/E’s European Business Coordination. But that alone was hardly reason enough for suppliers to approach the market development together. For this reason, E/D/E has internationalised many other services for the suppliers beyond accounting. For example,

the multi-lingual catalogue business, joint marketing promotions or sales training routinely offered in many European countries – and which are provided exclusively to the suppliers affiliating themselves with the central payment abroad.

The contacts existing with EDE International experts and local distributors make the process easier. “We recognise their requirements and needs very precisely and can accordingly provide them with the ideal supplier,” says Hehemann. Supply relationships often develop in this manner, which exceed the standard catalogue assortment. And which are generally very sustainably characterised: this is because E/D/E members concentrate on the suppliers who use the central payment for invoicing. This strengthens their negotiating position. But the benefits for the suppliers are also obvious: easy access to European markets, security provided by del credere, and volume increases due to intensive collaboration with E/D/E distributors in the selected target markets. [\[ww\]](#)



EDE International: New heads, new customisation for the regions

A competent sales trio



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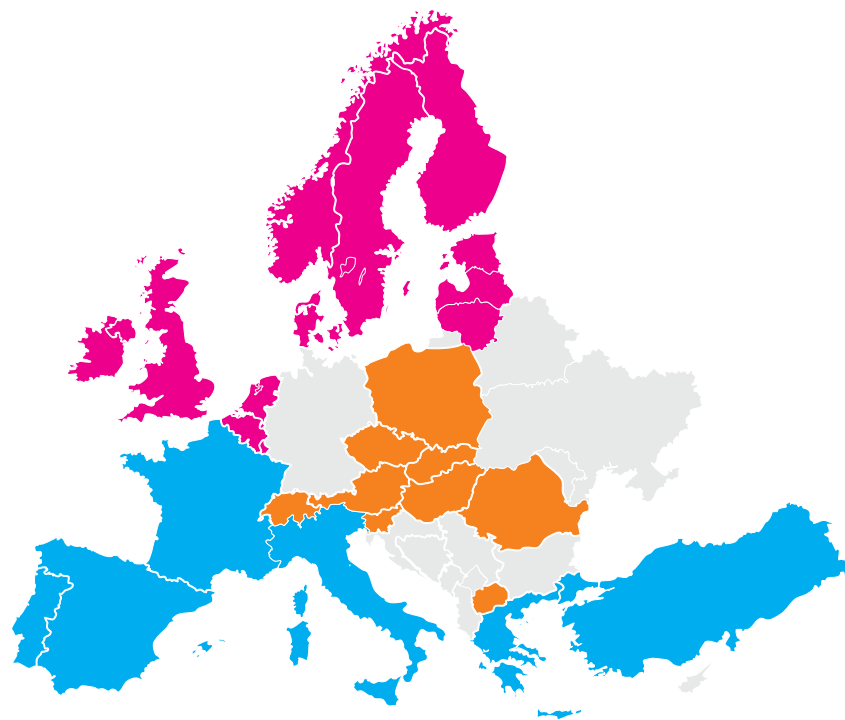
► E/D/E is consistently expanding its international trade activities throughout Europe. Since October 2016, the sales regions of the EDE International subsidiary have been newly customised. Two new Sales Managers are in charge of the businesses in North and East.

The new man is a long-time familiar face: Since October Freek Dekkers is in charge of sales at EDE International AG in the regions of Northern Europe and Benelux. It is his return after a break of almost five years. The Dutchman used this time to assist a contract supplier from his homeland in building up their export business. Dekkers, who speaks fluent English in addition to German and Dutch, is back at a point where he had already been employed for 11 years. And he is very pleased to be back in his new old homeland of choice Wuppertal: "It is a bit like coming home again", says Dekkers, who already completed his studies at the Bergische University and then remained in the city. The hardware trade represents something he was born with: He grew up with his parents' wholesale trade, worked for several suppliers – and is now returning to Europe's largest purchasing and marketing association. His concentration now lies on the business in England and Ireland, in the Benelux states, in Scandinavia and in the Baltics. England is on the top of the agenda for 2017: "We want to increase the number of cooperations here and create new key accounts," he says. In parallel, development work is called for in the Baltic-Sea region. "The challenge there primarily lies in the fact that this region has hardly any comparable distributor structures."

Dekkers shares the sales regions with two colleagues whose biographies make them very well

suitable for their positions. Another new face since October is that of Martin Ochelski as Sales Manager for Eastern Europe, Austria, and Switzerland. Ochelski grew up in Poland and Germany and has been working for E/D/E for 10 years. He now bears the responsibility just like Dekkers for two well developed core countries (Austria/Switzerland) and a series of developing countries where a great deal of potential is lying quiet. "It is particularly interesting for me to serve as a link for supporting both members and suppliers," he says. Mayte Jakstait completes the newly established sales trio at EDE International. The German-Spaniard, who also speaks fluent English, Italian and French, has been in charge of the Southwestern Eu-

ropean sales region for eight years already. During a total of 16 years at E/D/E, friendly relationships have been developed with many of the cooperation partners, she says. Even economically, the contacts have been extremely productive. "Much has been further developed from the original business relationships, including the DELCREDIT France and España subsidiaries". She is now looking forward to the collaboration with the new colleagues: "I greatly appreciate that both are growth of E/D/E", says Jakstait. [www]





Intensive collaboration of the tool distributors in Slovakia. (Photo: E/D/E)

FORMATplus: Expansion in Eastern Europe

More intensive collaboration with the members

E/D/E is promoting its collaboration with distributors of the FORMATplus sales concept in Slovakia and the Czech Republic. The goal: the participating distributors from both countries intend to form an exclusive distributor network.

► The FORMATplus tool catalogue is a real heavyweight. Members of the sales network can find 32,000 products on around 1500 pages. And as of this coming autumn, also in a Czech version. E/D/E is making a clear statement with the first catalogue in this language: As in Spain, the Benelux region, Poland, or Hungary, a FORMATplus group is set to be formed in the neighbouring country of Slovakia in the coming months which will enable the members a routine exchange with suppliers and provide them with more material for sales support.

Up to now, seven members in both states have affiliated themselves with the FORMATplus concept, reports Martin Ochelski, Sales Manager for Austria, Switzerland and Eastern Europe at EDE International – together they achieved an external sales volume of around 25 million Euro. “By 2018 we want to expand our collaboration to include twelve distributors while also going into more depth with them.” Ochelski is currently working together with his team to intensify the relationships and obligations. “Up to now, it has tended to be rather a loosely membership without many obligations. We expect the members to participate more actively in the future. There will be jointly coordinated activities, an annual joint

meeting, a selected distributor consultancy group and also a market place where suppliers and distributors can exchange information between each other.

For Ochelski, the language is a key for the intensive collaboration. For this reason, not only the new catalogue but also the complete order system is being translated into the national languages, including delivery notes, invoices and all other documents. Thus, the Czech and Slovakian employees will no longer need to work in English when engaging in transactions with E/D/E. Along with a field service in the native language, Slovakian back-office employees are available in Salzburg to handle any concerns. “And for autumn, we are then planning a kick-off event in Slovakia for the start of the catalogue, including catalogue training, which will be attended by selected suppliers,” says Ochelski. The goal is to establish a market region with all members and 20 to 25 suppliers in the following year. [www]

» We want to expand and intensify our collaboration «

Prepared for the future

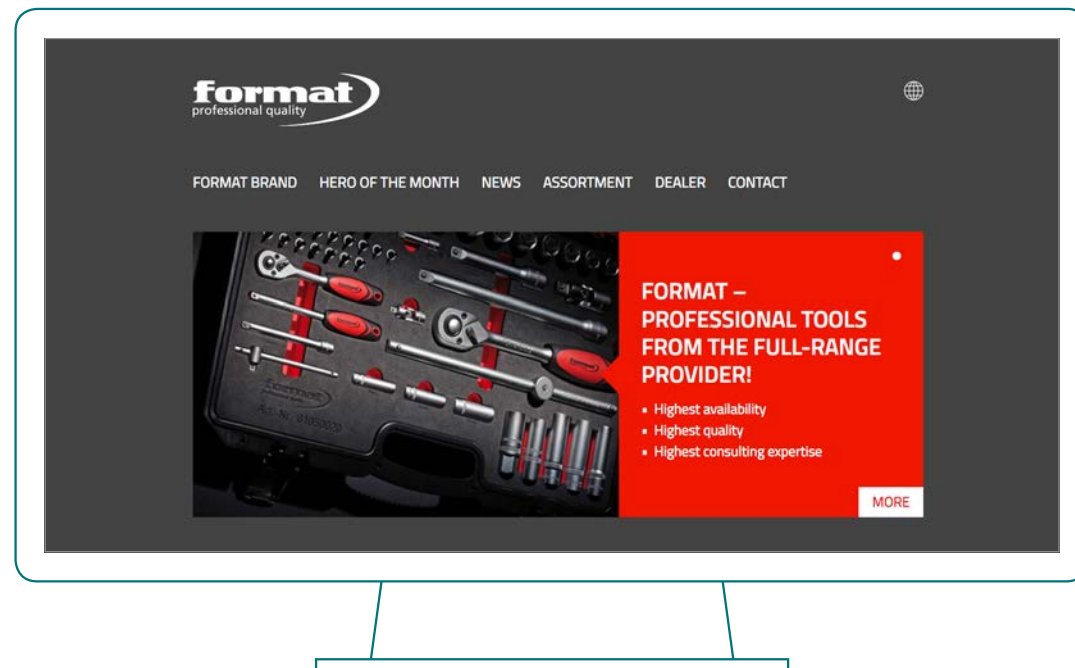
E/D/E has completely redesigned the homepage of its FORMAT trademark. A dynamic website intends to improve the contact between customers and distributors in each specific country.

► It was an ambitious project: E/D/E started redesigning the website of the FORMAT trademark in April of 2016. "The previous site was outdated", explains Karina Schmidt from the E/D/E Digital Marketing team. It was therefore a good idea to create a completely new online presence from the ground up. Instead of format-tools.com, customers are now forwarded to format-quality.com. The new site went online in October 2016, initially in German. The FORMAT website is now already provided in ten languages; along with English and French, also Polish, Spanish, and Dutch, for example.

Schmidt maintains records of the website and keeps it updated. She develops the contents for the readers in consultation with the in-house FORMAT experts and distributors. This includes news about various product lines or changing categories such as the "Hero of the month". This brings various products into focus – and that for each specific country. "We are also attempting to offer an active website which achieves particularly good search-engine results," says Schmidt. The former website included solely the FORMAT catalogue and the distributor addresses. Now that the FORMAT

brand has also been revised in parallel to the website, the E/D/E trademark is now presented in its entirety. Along with the tools, the PPE and factory-equipment segments are now included in the network.

E/D/E members from Great Britain provided the impulse for the general revision. They needed a compatible website for their "FORMAT Tools" social media project which was more than just a FORMAT business card. The main concern was to open a direct channel of communication between customers and distributors. This should now succeed with the new website: E/D/E is planning to illustrate all of the FORMAT products in an online catalogue. However, the customers can make direct purchases solely from the distributor. "If the customer is interested, he should contact the distributors directly. "We only establish the contact", says Schmidt. The website uses a Google search, for example, to show the route to the distributor. Schmidt is already planning its next goal: A social media presence should be developed, if possible, even in this year. [ww]



Web presence with a new look. (Figure: E/D/E)



Combines tradition with the modern age: Niels Buijtenjijk. (Photo: Vincent de Vries, Rodi Media)

From Kings and Trusted Shops

The Dutch tool distributor Niels Buijtenjijk is one of the first foreign operators of a Multishop with a Trusted Shop certification. E/D/E wants to continue internationalising this E-Commerce solution.

► Niels Buijtenjijk is proud: The entrepreneur, who sells amongst others products such as tools, hardware and PPE, was appointed as an ambassador entrepreneur by the Dutch King. "All Dutch companies older than 100 years have the chance for this honorary title", explains Buijtenjijk.

Not only the king awarded Buijtenjijk a seal of quality. The company's webshop, an E/D/E Multishop, was also recently certified as a Trusted Shop. While the Multishop already fulfils all of the legal requirements, Niels Buijtenjijk wanted to use the voluntary seal to provide his customers with additional assurance. "Such a seal of quality simply creates confidence."

Buijtenjijk's company has been a member of E/D/E for 15 years already. The purchasing association launched its E-Commerce solution Multishop on the market in 2003. It has since been providing E/D/E specialist dealers the opportunity to link their industrial and trade customers more closely on the one hand, and on the other hand, to be present with their own website. The shop can be integrated in the existing website presence, for example, or replace an already existing website.

Buijtenjijk selected a third alternative and prominently placed a link on the company website which takes the customers directly to his online shop. In order to draw attention to this and to enable the shop's visibility in the network to be measured and transparently increased, the managing director is successfully investing in performance and portal marketing.

The advantages are obvious for Managing Director Niels Buijtenjijk: "E/D/E provides not only a shop solu-

tion for our customers but also supplies to European countries from the Central Warehouse eLC in Wuppertal, in most cases, within 24 hours. Moreover, they help with IT and payment problems." Even keeping the data up-to-date – a benefit that Buijtenjijk also enjoys as a FORUMplus partner. "We exchange information almost every day," says Buijtenjijk. E/D/E also benefits from the exchange: The team in Wuppertal has drawn valuable conclusions from the practical experiences of the Dutch pilot customers for the further internationalisation of the Shop System.

When a customer places an order from the webshop, the product availability is shown both in the Buijtenjijk warehouse and at E/D/E. Availability determines from where the product will be shipped. Genuine added value for Niels Buijtenjijk. "Any product we don't have in stock is usually in the E/D/E inventory. This allows us to reduce our warehouse volumes and save money on logistics. At the same time, we improve the service – and increase customer loyalty. This is a very important success factor in active times." [ww]

Buijtenjijk's portrait

The company from Den Helder at the northern peak of the Northern Netherlands has been family-owned since 1914. 34-year-old Niels Buijtenjijk is now running the business in its fourth generation. He and his father, who acts in a consulting function, each hold 50% of the company.

Internationalisation offensive for E-COLL

Danish specialist dealers rely on German quality

► The Danish industrial B2B specialist Sanistål started selling products with the E/D/E trademark E-COLL at the beginning of this year. This ensures success in entering the Northern and Eastern European market. This internationalisation is also enabled by relaunching the brand.

Black and simple: In this way, the maintenance products, lubricants, cleaning agents, adhesives and sealants of the E/D/E E-COLL trademark are displayed in a new package design. Not the only innovation: Along with the changed colour scheme, a label with important European languages will also be supplemented by labels in Polish, Hungarian, Romanian and Slovakian. The new labels are part of an internationalisation offensive which E/D/E wants to use more intensively to market its own brands in Eastern Europe.

A northern neighbour is now making the start: Since the beginning of this year, the specialist subsidiary Sanistål has been the very first international distributor to market E-COLL products in their new black packaging. Sanistål, one of the leading industrial B2B specialists with 48 subsidiaries has initially added 22 products from the approximately 600 items to its program. The pallet can be expanded to include a core assortment of 75 articles which will soon be provided with the labels for Northern and Eastern Europe. In parallel, E/D/E provides the required safety data sheets in all of the specified languages.

Poul Willadsen, Market Director at Sanistål, intensively weighed the decision for E-COLL. He first reported that the Danes had indeed considered establishing their own trademark. "This would have indicated, however,

that we would also have had to purchase large quantities of such products, with which we would not achieve any substantial turnover." The Danish labels on the spray cans and the safety data sheets would have ultimately turned the scales. "The E-COLL products are slightly more expensive for us to purchase than our own brands would have been," he admits. But in consideration of all risks and opportunities, the decision was nevertheless practical – particularly because up to now, no other Danish suppliers are selling the products. [ww]



Sanistål is the first foreign distributor to market E-COLL products in the new black packaging. (Photo: Sanistål)



E-COLL cans, bottles and boxes in the new black packaging design. (Photo: E/D/E)

E-COLL in a new garb

E/D/E sells chemical-technical products for repairing, servicing and maintenance with the E-COLL trademark. An extensive market relaunch is currently being operated for around 600 products in the assortment. When the newly packaged goods reach the warehouses, the cans, bottles, and boxes are not merely provided with black labels

instead of the formerly typical ocean-blue ones. The brand has also been supplemented with three special lines for specific target groups: E-COLL Efficient Line, E-COLL Green Line and E-COLL Food Industry. The conversion of the core product line has begun. The market relaunch is expected to be completed by the end of the year.

EDE International

Dates and events 2017

Austria, Switzerland, Eastern Europe – Martin Ochelski

Austria	31 May 2017	Werkzeug Forum*, Munich
	1 June 2017	Manager meeting, Munich
Poland	14 March 2017	Advisory board meeting, Lodz
	15 March 2017	General meeting, Lodz
	Autumn 2017	Regional catalogue training for FORMATplus tools, Poland (north, central, south)
Hungary	September 2017	General meeting
Slovakia/ Czech Republic	April 2017	Member meeting
	Autumn 2017	Kick-Off for FORMATplus catalogue Czech Republic
	Outlook 2018	Marktplatz** Slovakia/Czech Republic

Southwestern Europe – Mayte Jakstait

Spain	7 February 2017	Advisory board meeting FORMATplus Spain 01/2017, Madrid
	2 March 2017	Management board/shareholder conference 01/2017 CECOFERSA + DELCREDIT España, Madrid
	18–21 May 2017	Annual member trip CECOFERSA, Spain
	7 June 2017	Advisory board meeting FORMATplus Spain 02/2017, Bilbao
	6–8 June 2017	FERROFORMA trade fair, Bilbao Exhibition Center
	5 July 2017	Management board/shareholder conference 02/2017 CECOFERSA + DELCREDIT España, Madrid
	4/5 October 2017	Trade fair EXPO CECOFERSA, IFEMA Madrid
	6 October 2017	Management board/shareholder conference 03/2017 CECOFERSA + DELCREDIT España, Madrid
	18 October 2017	Advisory board meeting FORMATplus Spain 03/2017, Madrid
	19 October 2017	General meeting for FORMATplus Spain, Madrid
	9/10 November 2017	Marktplatz** Spain, Wuppertal
France	27 March 2017	Management board/shareholder conference 01/2017 DELCREDIT France, Paris
	29 March 2017	Advisory board meeting for FORMATplus France, Paris
	30 March 2017	General meeting for FORMATplus France, Paris
	25 April 2017	EURO CRAFT Meeting 01/2017, Paris
	20 June 2017	Management board/shareholder conference 02/2017 DELCREDIT France, Paris
	25 October 2017	EURO CRAFT Meeting 02/2017, Wuppertal
	26/27 October 2017	Marktplatz** France, Wuppertal
16 November 2017	Management board/shareholder conference 03/2017 DELCREDIT France, Paris	

Northern Europe and Benelux – Freek Dekkers

Benelux	October 2017	Marktplatz** PREMIUM Gereedschappen
	Year-round 2017 (every 4 months)	General meeting PREMIUM Gereedschappen and FORUMplus
Great Britain	13 March 2017	FORMATplus meeting, Newcastle

* **Werkzeug Forum** We organise a Werkzeug Forum (tool forum) every two years for our members and suppliers. The decision-makers from trade and production meet here to exchange ideas and engage in intensive dialogue. Moreover, top-class speakers are also invited, who provide information on current topics.

** **Marktplatz** Together with the industry, we organise such events as Marktplatz amongst others as part of catalogue introductions where the distributors and suppliers can come together. The sales staff of the individual members uses this event to obtain information directly from suppliers, particularly about product innovations. In addition, the specialists provide information from the specialist areas on any changes in the product ranges. The marketplaces of Spain and France are tentatively planned to be held in Wuppertal to also allow the guests a visit to the eLC.



High-contrast colour combinations: FORTIS Performance twenty-four in Black/Lime green. (Photo: E/D/E)

FORTIS Performance twenty-four: Work clothing for every occasion

Fashionable at work and during leisure time

► The fashionable aspect of work clothing is becoming more and more important. E/D/E's own FORTIS Performance brand offers work clothing in trendy colours and with functional details. The product line was launched in 2015 and has since been on a path to success.

Away from the purely functional image of work clothing, towards fashionable accessories with function – this is how the transition on the market for protective work clothing can be described. FORTIS Performance twenty-four is completely in line with this trend. And as the name already reveals: The clothing can be worn 24 hours a day. This is because work clothing is

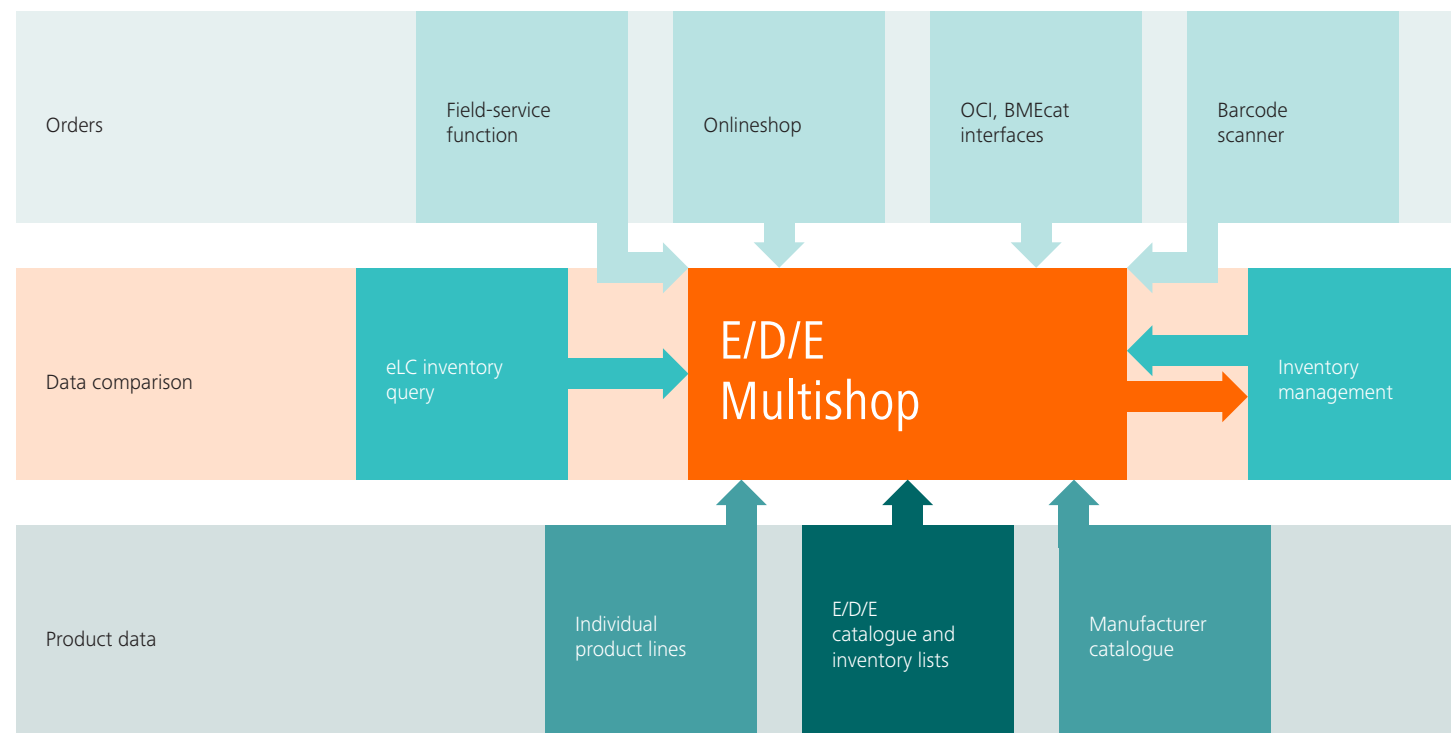
no longer worn exclusively at work, but also in leisure time. And thus virtually around the clock. The young FORTIS Performance twenty-four product line was launched around two years ago. It then included 29 items. Today, there are a total of 41 FORTIS work clothing products on the market. High-contrast colour combinations such as black/lime-green or black/turquoise were the very first items in the product line. New since autumn 2016: the colours Dark grey/Black and the inexpensive alternative FORTIS twenty-four BASIC.

Even the functionality of the clothing line is ideal – helpful details such as inside pockets and padded knees support the daily work. Elastic seat inserts ensure more freedom of movement and optimal wearing comfort. The collection is available for men, women and children. Safety sneakers are also new in the assortment in colours which match the clothing.

All of the twenty-four products can be found in the current catalogue. "Around 30 percent of our E/D/E members offer our FORTIS Performance twenty-four products. Good performance which offers additional potential," says Marco Spannagel, Divisional Head for PPE and technical trade at E/D/E. A specialised task force meets regularly to constantly further develop the brand and to meet customer requirements. For this purpose, the member companies provide the relevant input from their customers, directly from the market. This together with the E/D/E specialist area results in ideas for new products such as the knitted softshell jacket from the most recent fall collection. "The joint development of the FORTIS work clothing in the task force is both fun and a great challenge. The positive responses from the market confirm that we develop products suitable for the market," says Adam Pucci, PPE Product Manager at e + h Services AG. [kol]

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» Good performance
on the market «



The structure of the Multishop (Figure: E/D/E)

eCommerce Services at E/D/E: Increase online revenues, improve service

Multishop and more

► With the Multishop, E/D/E provides its members with a solution that can be individualised and easily maintained as a control centre for electronic trading. The support for the E-Business, however, outreaches this by far.

The Web portal is the heart of every electronic presence. In industrial B2B, this is not simply a digital business card, but rather also an extensive marketing and sales platform. The Multishop as an exclusive online shop for E/D/E members offers a solution that can be easily maintained and flexibly adapted. The eCommerce services segment, which drives the Multishop development forward, has developed a range of additional services involving the portal, which help, together with the members, to develop and implement an E-commerce strategy. On request, the E/D/E members are provided with consultation, design, project planning, support, and fur-

ther development of electronic business ideas from a single source. Moreover, product data and logistics can be digitally linked in offline and online trade.

This includes the particular strengths of the range of products in the Multishop. All of the E/D/E product lines can be automatically and completely integrated in the shop. Thanks to the E/D/E product-line subscriptions, product data can also be routinely updated. The integration of the eLC electronic Logistics Center enables customers to check the availability of individual products directly in the Multishop. Distributors can use tracking tools to gather and evaluate information on usage patterns. The E-Procurement expansion in the Multishop, namely MultishopPro, connects the member with its customer by tailored electronic solutions for their procurement. Additional interfaces can be used for such purposes as to connect the E/D/E members with their regular customers or to integrate them in inventory management systems, such as ELVISpro, which is marketed by E/D/E together with the GWS ERP specialist.

» Revising and optimising the interfaces «

“In particular, the interfaces are routinely revised and further optimised by us. In this way, we have just succeeded in completely modernising the entire interface to ELVISpro,” says Klaus Weskamp, Head of eCommerce Services at E/D/E. “This is because a shop system is particularly efficient for our members, when the process is digitalised from the customer to the product management system, thus without any media disruptions, if possible.” The standards supported in the data exchange include not just XML and CSV files, but also individual OCI connections, an IDS interface, and a connection to the SAP Ariba platform. Completely new is the connection to the trade-worker software of OS data systems.

Especially for field service, the Multishop offers the option of recording product codes at the customer's site, for example, on the storage shelves with a scanner or a smartphone. The Scan24 app then displays the customer's individual product price and the availability in real time. The customer can then place the order without any difficulties or loss of time together with the field-service worker directly from the mobile device. [ww]

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“Digital marketing” series: part 2

This is how your Multishop can be found

► Search-engine optimisation is a necessary requirement for success in E-Commerce. Linked to the technical basis, Volker Borchert, Head of Digital Marketing at E/D/E, shows how the Multishop operates.

Step 1:

Basic settings for the indexing

In order for common search engines to neatly index your website, you should confirm it in the search console (Google) or in the webmaster tools (Bing). This lets you control the way in which the sites are integrated in the index and the provider also reports errors and conflicts. You should store the “verification codes” generated during the registration under “Settings – Search engine” in the Multishop admin area. The software enters the code automatically at the correct point of the source code of the index page of your website. In addition to this, you can enter meta titles, meta descriptions, and the meanwhile outdated meta keywords.

Step 2:

Set up tracking and analysis code

Search engines today no longer consider keywords in the indexing but rather just the relevant contents, measured by such means as the time spent on the website by the visitor and semantic contexts. In order to recognise on your own which contents and pages were interesting for your visitors, you should store tracking codes for the most important search engines. The provider can then use its analysis instruments (such as Google analytics) to track user behaviour. This requires that a small piece of Java-Script code is embedded in every site. You can obtain the code from the Google Analytics Account (area: “Data for your domain”).

Now install the free “External Tracking” module in the Multishop. You can now store the universal tracking code in the dropdown menu “in the entire shop.” This suffices for simple analyses

of the visitor numbers, specifies their residence time, for example, and where the users come from, which browsers they use and if they access the site from mobile devices or from the desktop. If you want to learn more about the customer journey of your visitors, then complex analyses are required with different codes for certain areas. This lets you find out later how many interested customers make a purchase and at which point others leave. E/D/E can advise you on this topic.

Step 3:

Use the SEO module of the Multishop

This module can help you to automatically adapt data that is relevant for optimising the indexing of search engines to your requirements.

An example: You can create compelling site titles (meta titles) and site descriptions (meta description) from individual system text modules. This allows you to individually title every single page of your website. The search engines later form the described text in the results lists. Thanks to the automated process, you do not need to open every site individually and enrich it with the meta information. The tool is available by request from the Multishop app store. Training is provided for a fee. [ww]



(Photo: Varijanta/Stock/Thinkstock)

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» Optimising for
success «

eCon organises the material flow

Save process costs, optimise processes



The scanner documents and initiates the order. (Photos: E/D/E)

► Companies can save up to a third of their process costs with the eCon Multisystem. E/D/E offers it exclusively to its members.

It is part of daily business in operations. Materials must be organised, managed and ordered. This includes long paths from the workplace to the storage racks. If you add up the time lost at the workplace for this reason, it will probably amount to several hours a week. Intelligent logistics systems such as eCon promise to solve this problem. According to manufacturer data, material-flow optimisation will not only save you time, but also up to a third of the process costs.

eCon, which was developed by the Panmobil Systems technology developer, automatically organises the material flow in the C-/MRO segment. MRO stands for "Maintenance Repair and Operations" and designates production materials which are not directly part of the final product. E/D/E provides the solution exclusively to its members, who in turn can offer this to their customers – as a means of achieving customer loyalty.

The members can use three system processes, which they can use individually or together to organise the C-/MRO parts. eCon operates with the RFID local wireless technology, scanner systems and lasers. In all cases, the inventories

are documented and the material flows recorded. Missing parts will be reordered automatically whenever required. This should keep production running smoothly.

Along with this technology, Panmobil systems has also developed the corresponding call button, which E/D/E also provides to its members. The buttons can be attached to all racks and products. The mode of operation is conceivably simple: Remove the material from the rack, press the button – and the product is already reordered. "A company generally has 150 to 250 of these call buttons in use", explains Frank Düringer, Head of Material Management and Industrial Service at E/D/E in Wuppertal. The button sends signals to the eCon computing unit at a special frequency up to a distance of one kilometre which then triggers the reorder. Along with the order at the press of a button, the system can also be programmed in a way that a sensor detects when a storage rack is empty and then automatically initiates a reorder.

"We want to use eCon to meet the market requirements in times of digitalisation", says Düringer. His division further develops the systems delivered by Panmobil, advises and supports the customers. According to Düringer, systems such as eCon are especially practical for small and mid-sized companies. But even the larger skilled-trade businesses can profit from them. [ww]

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Expert for C-/MRO parts: Frank Düringer.

PREMIUM FORMAT GROUP with new concept

The distributor's business card

► The new PREMIUM catalogue will be published in May. It will not only include the newest products of each segment as in the past. The group is setting itself up this year in a new way.

Even in the digital age, printed catalogues are indispensable for industrial customers and trade companies. This is reason enough for E/D/E and the PREMIUM FORMAT GROUP to provide the PREMIUM catalogue with a completely new brand concept. The catalogues for tools, electrical tools, and factory equipment will be published on 1st May. The PREMIUM PPE catalogue will be published in February 2018. All four works will then be appearing for the first time under one umbrella brand. Customers and

distributors should recognise immediately that the four catalogues originate from the same segment. As before, distributors can adapt the catalogue title and credits to their own corporate design.

“With the new orientation, we want to strengthen the competitiveness of the entire group and, at the same time, promote the individualism of every single member in their own region,” explains Dirk Paßerah, Key Account Manager for PREMIUM TOOL TRADE at E/D/E. For him, printed catalogues continue to be justified even in times of digitalisation. “They provide an overview of the products and can be easily and quickly handled. That is the major advantage”, says Paßerah.

You do not need a PC or a tablet. It must also not be underestimated: Catalogues provide physical evidence of the distributor's competence – thus it is a type of business card.

Over twelve months, E/D/E meticulously worked on a new concept of the PREMIUM FORMAT GROUP in close collaboration with distributors, with the support of the E/D/E Brand Management and an external marketing agency. E/D/E held several workshops with distributors to achieve the best possible results. The strategic advisory board then evaluated the results during several meetings. Four new catalogues were the result. [ww]

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The new PREMIUM FORMAT tool catalogue. (Figure: E/D/E)

The four new catalogues

Tool catalogue

1740 pages, 32 000 products, 650 of which are newly added, in a print run of 100 000 units; a total of 31 distributors with 50 subsidiaries are participating.

Power tool catalogue

330 pages, 2100 products, 390 of which are newly added, in a print run of 80 000 units.

Factory-equipment catalogue

1500 pages, 21 500 products, 1000 of which are newly added, in a print run of 105 000 units.

PPE catalogue

388 pages, 17 700 products, in a print run of 50 000 units.

The BAU trade fair is growing and becomes more international



The entrance to BAU trade fair on the Munich fairgrounds. (Photo: Messe München)

► From over 250 000 visitors, BAU 2017 was attended for the first time by 80 000 guests from foreign countries. Last year, there were just 72 000 international visitors. The world's leading trade fair for architecture, materials and systems was therefore able to increase its international status once again. Even the number of exhibitors reached a record high: 2120 exhibitors from 45 countries presented their products and

innovations this year on the grounds of the Munich trade fair.

Established in 1964 and held every two years since that time, BAU has developed into a globally esteemed event in its 50-year history. For Martin J. Hörmann, Deputy Chairman of the BAU Exhibitor Advisory Board and personally liable shareholder of the Hörmann Group, the BAU trade fair is "the industrial highlight

every two years." The greatly increased number of visitors from non-EU countries provides further evidence for the increasingly international character of the trade fair. The organisers reported an increase in visitor numbers of 40 percent from the USA, 42 percent from South Korea, and a respectable increase of 59 percent from India. Many exhibitors brought specially trained personnel to deal with the international run. In light of many new contacts, interested visitors and good economic prospects, a very good atmosphere prevailed at the fair booths. "The number of our visitors from abroad – worldwide from almost 120 countries – has greatly increased once again", says Andrea Alexandra Alber, Managing Director of GEZE GmbH, also making this observation.

The presentations were flanked by this year's BAU topics: intelligent façades, digital planning, building and operating, networked buildings and building and living in 2020. In collaboration with renowned partners, these trends were highlighted in special events from different points of view and under various aspects.

"We are very satisfied. We will naturally also be present again at BAU 2019", summarises Dr. Sebastian Dresse, Managing Director of VELUX Deutschland GmbH.

The next BAU is set to be held from 14th to 19th January, 2019 at the Munich fairgrounds. [It]

11

percentage growth is forecasted by the German Retail Federation (HDE) for online trade in 2017. This corresponds to 48.8 billion Euro. The percentage of online shops of the total growth in the retail business will then be 50 percent. [kh]

The Quotation

» Challenges such as the digitalisation of our everyday life, the demographic development and the shortage of skilled workers can only be met when we think and act globally. «

Prof. Dr. Johanna Wanka,
German Federal Minister for Education and Research



Practical knowledge for small and mid-sized B2B distributors

Interview with Dr. Jens Rothenstein, IFH Cologne, Senior Projectmanager

► Who can provide tips and recommendations to small and mid-sized B2B distributors on how to handle their plans for digitalisation? Dr. Jens Rothenstein from IFH Cologne explains in his interview how the Mittelstand 4.0-Agentur Handel can provide further assistance with this.

PVH Magazin: Mittelstand 4.0-Agentur Handel – who or what is hiding behind this concept?

Dr. Jens Rothenstein: The Mittelstand 4.0-Agentur Handel is part of a funding initiative of the Federal Ministry for Business and Energy which targets mid-sized companies. The agency is concretely supported by the IFH Cologne and our project partner ibi research. We jointly develop practical tips and guidelines, for example, which support small and mid-sized trading companies in managing their digitalisation projects.

Digitalisation is a broad field. Which concrete topics are on your agenda?

A focal point of our work is the B2B trade and concretely industrial B2B. This is because small and mid-sized companies frequently need to catch up here in using the opportunities for digitalisation and meeting its challenges. They know that “online” is important to many business customers for making purchases and are then faced with such concerns as: How do I succeed in placing my company on an online marketplace? How can I set up my own online shop? Of course, not only the processes to the outside, thus those visible to customers, are involved, but also internal procedures such as invoicing.

How precisely do you help the distributors who are faced with these concerns?

The companies often lack skills required to take the necessary actions. We want to close these gaps with our informational material and provide motivation with practical examples. We provide all of our publications – such as the guidelines and practical examples already mentioned – as a free download under www.handel-mittelstand.digital.

Can you name us a few practical examples? From whom can companies learn?

The building-material and tile supplier Kemmler shows, for example, how you can succeed at acquiring customers who first look for suppliers or products online but also would like on-site consultation. Customers can set up a consulting appointment in a local subsidiary using the company's website. PFERD Tools, in contrast, provides consultation using the WhatsApp messenger service – particularly practical for craftsmen who want to get in contact while being on the road or at the construction site.

» Using the opportunities for digitalisation «

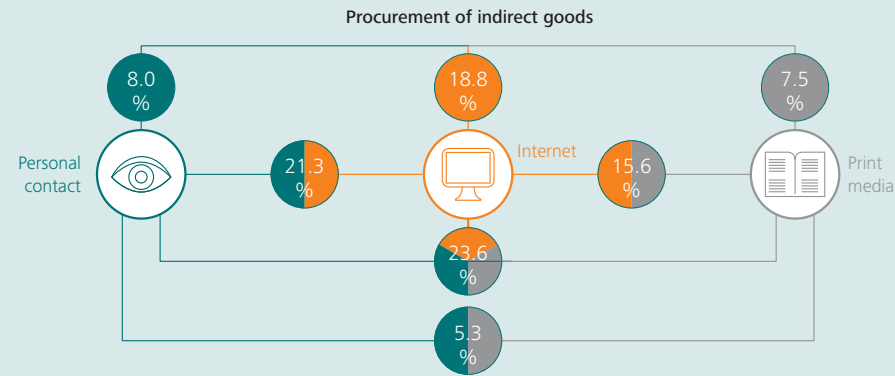


Dr. Jens Rothenstein from IFH Cologne. (Photo: IFH)

Channel usage for the procurement of indirect goods in the past three months

Question text: "Where have you purchased at least one product from a commercial supplier in the past three months?", n = 602 (multiple responses are possible)

Reading example: "21.3 percent of the queried business customers use personal contact and the Internet for the procurement of indirect goods."



B2B trade across all channels: What business customers require today

► How do business customers currently obtain information and how do they make their purchases? What requirements must B2B distributors adapt to? And why is it important to do this? The Mittelstand 4.0-Agentur Handel provides a brief overview.

fer completely new purchasing experiences. Many business partners require services and offers which they are familiar with from private shopping catalogues, increasingly also in everyday business operations. In this way, the online channel plays an essential role for many business-customer procurements; this was shown in a study by ECC Cologne and SAP Hybris using the example of the purchases of indirect

products. Nearly four of five business customers make their purchases (also) online. Less than one fourth rely completely on the traditional channels of printing and personal contact. Most frequently, all three channels – Internet, printed media, and personal contact – are combined for purchasing.

Digitalisation is advancing at rapid speed and is creating opportunities for customers to of-

Channel-linking services required

Business customers require services which make it easier for them to change back and forth between the individual channels as smoothly as possible. These include, for example, offers which connect the online shop with other channels, such as the opportunity to use a distributor's online presence to search for stationary branch offices and make consultation appointments there. The building-material and tile supplier Kemmler provides an example of how you can set up an appointment online at the customer's site.

It is often a challenge particularly for small and mid-sized B2B distributors to fulfil the high customer requirements. If the setup of an online shop is planned, for example, it must be integrated in an existing sales structure and strategy. For this purpose, existing product data must be prepared for the online market, processes must be redesigned, and new employees must be hired. The development of the past years, however, leaves no doubt that "online" will continue to become more and more significant. Even smaller and mid-sized companies should use this fact as a reason to apply clearly formulated online strategies and in the best case, even channel-linked services to position themselves on the market. This is the only way that they can benefit from the resulting opportunities and remain competitive.

Requirements on interlinking sales channels

Question text: "How important do you consider the following offerings and services to be which providers can use to interlink various sales channels? And which of these services have you already used in the past for purchasing a product?"

n = 408 (Scale: 1 = "not important at all", 5 = "very important": multiple responses possible).

	Usage
Electronic catalogue from which orders can be placed directly in the online shop	77.9 %
Offer of individual prices and discounts for all purchases, regardless of the sales channel selected	56.4 %
Provisions of invoices and receipts for all purchases in electronic form in the customer account	56.9 %
Pick-up of returns in your own company by the selling company, regardless of the sales channel selected	47.3 %
Central customer account, that lists all procurements from various sales channels	52.7 %
Customer card which can be used for many additional channels	51.7 %
Portably optimised version of the online shop	27.0 %
Provision of an online scanner, which can be used to reorder products by scanning the barcode	18.4 %
Provision of an App	20.8 %

(Illustrations: ECC Cologne 2016, E/D/E)

Nüßing: 25 years in Grimma



The Nüßing site in Grimma. (Photo: Nüßing)

► The Nüßing site in Grimma. (Photo: Nüßing) The E/D/E member company Nüßing celebrated the 25th anniversary of its subsidiary in Grimma on 27th January. The family enterprise with currently 420 employees at 16 locations in Germany was founded in 1970 by Hans Nüßing in Gütersloh. The first external subsidiary followed at the beginning of the 90s in Grimma.

The initial years there were commemorated 25 years later with an anniversary celebration together with customers and employees. Because precisely at that time, shortly after the reunification, the beginnings were quite turbulent. Missing infrastructure and telephones as well as differences in mentality made the start of the new subsidiary quite stressful. But thanks to the commitment of the employees, of whom many

still remain loyal to the company, the site developed to its current strength. In his speech, Subsidiary Manager Christian Polster expressed his gratitude to Hans Nüßing and his wife for their willingness to invest in their own building already in 1991 and to continuously expand on it and adapt to new requirements in the subsequent years.

Managing Director Carola Nüßing, daughter of the Company Founder Hans Nüßing, used the framework to appoint Christian Polster as Authorised Representative. He has been managing the destiny of the Grimma subsidiary since 2011 and is thus responsible for a total of 56 employees. The Grimma sales region also includes sales offices in Dessau, Berlin, and Sonnenwalde. [kh]

Trainee Days at Holtzmann



Trainee Days with 29 participants. (Photo: Holtzmann)

Breaking new ground, constantly providing advanced employee training and acquiring new workers by offering qualified training courses – these were the goals of the Holtzmann & Sohn GmbH set for the very first Trainee Days. From

9th to 11th February, a total of 29 apprentices in their second and third training year from seven different building-services wholesale companies participated in the event. They included trainees from E/D/E, the member companies of the WUPPER-RING and the on-site mah. Peter Holtzmann, the House Director, welcomed the trainees. Ingo Traskalik, the mah Managing Director, and Rolf Kaps, Head of the E/D/E Building Services business division, also welcomed the apprentices. Shortly after this, the three-day training program began: A total of twelve manufacturers from the areas of heating, sanitary, installation and regenerative energy offered interactive seminars. Holtzmann & Sohn GmbH Managing Director Michael Lüdecke insisted on professional training: “Product knowledge is extremely important when we want to meet our customers with competence and skills” [kh]

E/D/E cordially welcomes the following members:

Verkoop Carnoy Negoce NV
9000 Gent, Belgium
Focus: Building services

Vertommen NV
2580 Putte, Belgium
Focus: Building services

EDE International:

Suministros Industriales del Tajo S.A.
45007 Toledo, Spain
Focus: Business Division I

TECHNIA, spol. s r.o.
940 01 Nové Zámky,
Slovakian Republic
Focus: Business Division I

OCCITEC SAS
31300 Toulouse, France
Subsidiary of the DORISE SAS GROUP
Focus: Business Division I

Members of the cooperation partner VGH International:

Carl Spaeter AG
4002 Basel, Switzerland
Focus: Building services

and the subsidiaries:

Spaeter Nänikon AG
8606 Nänikon, Switzerland

Spaeter Chur AG
7001 Chur, Switzerland

SPAETER AG Sins
5643 Sins, Switzerland

Spaeter Ticino SA
6934 Bioggio, Switzerland

Veuthey & Cie Martigny SA
1920 Martigny, Switzerland

Günzburger Steigtechnik: Eisen 2016 CSR Award

Sustainability is a matter of course

► The PVH Magazin reports in a series on the sustainable activities of E/D/E partner companies. Episode 24: Günzburger Steigtechnik GmbH was recently honoured with the Eisen 2016 CSR-Award for the best sustainability concept.

For Ferdinand Munk, sustainability is simply a matter of course. Precisely for this reason, the Managing Director of Günzburger Steigtechnik GmbH was particularly proud to be awarded with the prize for the best sustainability concept at the Eisenwarenmesse (steel trade fair) in Cologne. "The price is a great deal because the topic is so important for me", says Munk, greatly moved by the award. Sustainability is a deciding factor for him in the company philosophy. A total of 60 companies competed

» I am proud of my entire team, which has really earned this award «

for the "Eisen 2016 CSR-Award", with 14 making it to the final round. "I am proud of my entire team which has really earned this award," says Munk. A reason for the title: His company was the first in the industry to present a detailed sustainability report, praised the jury. "And we still have many plans ahead of us", says Munk.

In terms of sustainability, the company doesn't really do much more than other companies. It minimises business lines, conserves raw materials, and is committed to social concerns. Günzburger Steigtechnik GmbH is distinguished, however, by the consistency with which it practices the various ideas and approaches and documents them in a 52-page report.

Günzburger Steigtechnik GmbH brings its customer to the top. More than 350 000 ladder

components leave the production facilities every year. The product line also includes mobile scaffolds, special designs, and rescue technology. And these are not only purchased by the German market. The company earned 20 percent of its recent turnover of more than 40 million Euro from the export market. Thereby, Günzburger Steigtechnik GmbH produces exclusively in Germany. Even that is part of the management's sustainability strategy.

"We can thus keep our business paths to a minimum", says Managing Director Munk. All of the functional segments and decision makers meet in the city of Günzburg in Bavarian Swabia. Business trips to faraway offices are not necessary. When the experts in Günzburg need to confer with one of the 13 sales offices in Germany or one of the 20 foreign representations, they use the high-end-video conference room on the company premises.

Günzburger Steigtechnik GmbH also does not operate any shipping warehouses outside of Günzburg. "We can thus concentrate on constantly making the headquarters just a bit more sustainable", says Munk. A 4000-square-meter photovoltaic system helps us with this. "We thus yield 300 000 kilowatt hours of electricity", says Munk. This approximately corresponds to the annual private consumption of 235 private individuals. And saves 247 tons of CO₂ annually, around 1.3 million car kilometres.

However, the company does not only save with the help of solar energy. Günzburger Steigtechnik GmbH uses compressor heat losses, for example, to heat the production halls. Motion detectors are installed in every locker room, shower facilities and bathrooms to save on electricity. And the older building complexes are all currently heat insulated.

Sustainable procurement is also important to Ferdinand Munk. For this reason, the Günzburg experts collaborate exclusively with suppliers who guarantee the quality and environmental standards such as ISO 9001 and ISO 14001. "This is not only important for the environment, but also a quality feature for our customers", says Munk. Because high quality ensures durable products.

Sustainability means more to the company than just environmental protection, but rather also a good working atmosphere and social com-

mitment. For this reason, a community centre is provided for all employees. Employees enjoy their breaks in the canteen and attend seminars and conferences at the "Campus", which was opened in 2015. "The Campus is an internal communication and training centre which is very popular for our employees", says Munk. It is a place where everyone enjoys spending their time. In addition to this, the company supports

local associations, schools, and social projects throughout the region. "As an enterprise, one needs to look beyond the borders of the production halls", says Munk. His slogan: When the location is doing well, the company is also doing well. [www]



The location is sustainably designed: Photovoltaics.



Managing Director Ferdinand Munk.



The internal campus is very popular for the employees.

Ideas for the future

In its comprehensive sustainability report, Günzburger Steigtechnik GmbH provides information not just about the here and now. "We want to also create ideas for the future," says Managing Director Ferdinand Munk. The residents of Günzburg would like, for example, to design the invoicing and archiving systems to be largely paperless. An electric car is even being planned for business trips in the near future. "We want to organise a carpool platform in the Intranet", says Munk. Saving energy alone is not enough for him by far. "Everything is possible when conscientious investments are made," says Munk.

Full power without cables

► DEWALT has introduced new XR-FLEXVOLT combined hammers. The heart of the new product line is the recently launched 54.0-Volt-XR-FLEXVOLT rechargeable battery, which is now also enabling the battery-operated combined hammer to push ahead into performance classes which were formerly reserved for cable-operated devices. Along with three powerful SDS-plus devices, DEWALT will be launching its first SDS-max-wireless combined hammer in this step and thus taking a further step towards wireless construction sites. The new XR-FLEXVOLT SDS-plus wireless DCH323 combined hammer can produce a single-impact energy of 2.8 joules. The two additional SDS plus devices DCH333 and DCH334 can even manage 3.5 joules.

The most powerful tool in the new product line, however, is DEWALT's first SDS-max combined hammer, the DCH481, which produces a single-impact energy of 6.1 joules. The anti-rotation function, which can reduce the speed to a minimum in just fractions of a second in an emergency ensures protection of the user and the machine. [t]



The DCH481 outputs 6.1 joules. (Photo: DEWALT)

POWER UP YOUR WORK



The new dual.IMPULSE line. (Photo: ISM)

► Inspired by innovative running shoes, ALBATROS has launched the dual.Impulse, a new range of safety shoes, from ISM Heinrich Krämer GmbH & Co. KG. The intelligent sole concept, consisting of two layers of IMPULSE.FOAM provides a high level of insulation with energy recovery. The heel and front foot area ensure good floor contact with their anti-slip and abrasion-resistant tread, equipped with rubber which is heat resistant up to 300 degrees. All models of the new line are equipped with a fibre-glass cover and metal-free, flexible FAP perforation protection. They fulfil all of the necessary requirements and are also equipped with breathable functional padding. The specially developed ALBATROS-comfit-AIR insert sole ensures a natural foot posture when the shoe is worn. Under the slogan "POWER UP YOUR WORK with dual.IMPULSE", five models have been made available from the new collection since March. [t]

New LiHD rechargeable batteries from Metabo

► Metabo is increasing the capacity of its powerful LiHD battery packs from 6.2 to 7.0 and from 3.1 to 3.5 ampere hours. Professionals can now work even longer with one battery charge – even in extreme applications. The electrical-tool manufacturer in Nürtingen announced at the BAU 2017 trade fair that a new generation of LiHD rechargeable batteries with capacities of 7.0 and 3.5 ampere hours with the same level of power will be launched in May. This reduces the dependency on a socket outlet one step further. 7.0 ampere hours for LiHD rechargeable batteries mean for the user that they can work twice as long with one battery charge than with conventional lithium-ion rechargeable batteries. Metabo will be additionally offering a compact version with 3.5 ampere hours. The single-row LiHD powerpacks are much lighter in weight than the comparable double-row lithium-ion batteries with 4.0 ampere hours – but almost just as long-lasting. [t]



LiHD rechargeable batteries with 7.0 ampere hours. (Photo: Metabo)

Smart Buildings from GEZE



The GEZE Cockpit Building Automation System. (Photo: GEZE)

► New innovative products and system solutions which turn buildings into “Smart Buildings” were presented by GEZE at the BAU 2017 trade fair. The highlights of the trade-fair exhibition were an innovative building-automation system for “smart” technology and new interface modules for the integration of GEZE system components in building networking. For this, the traditional Leonberg company uses BACnet and KNX – the globally established communication standards of building service technology. The heart of the innovations is the GEZE Cockpit Building Automation System. This innovative control system makes it possible to network, centrally monitor, and control automated system components from the door, window and safety-technology segments of both GEZE and other manufacturers – even using a smartphone or tablet. Fitting with this, the company introduced a multi-functional, centrally controllable rotary-door system, façade windows with “IQ window drives” for monitoring, natural ventilation and a house-door package – each with their own corresponding interface module. The GEZE ActiveStop door damping integrated in the door should also provide more walking comfort and a new “door feeling”. As an optimal retrofit solution, GEZE presented an additional surface-mounted variant. [It]

FlexiClick now with 12 volt

► Bosch is now offering the tried-and-tested FlexiClick system with 12 volt. The GSR 12V-15 FC Professional offers great diversity with its four attachments, a lockable bit holder and drill-chuck, eccentric and angular attachments. Moreover, Bosch is the only manufacturer who makes it possible to combine and use the angular attachment with each of the three other attachments. Its short head length of just 132 millimetres makes the power screwdriver a real problem solver for tight spaces. Just a few hand motions are required to connect a FlexiClick attachment. Simply place the attachment on the FlexiClick interface and turn it clockwise. A click and an indicator display on the attachment then confirms the secure connection of both components. FlexiClick 12 Volt is available at specialist dealers since January in various scopes of supply. [It]



Flexible working with FlexiClick. (Photo: Bosch)

New generation of Kärcher's ride-on scrubbing machine

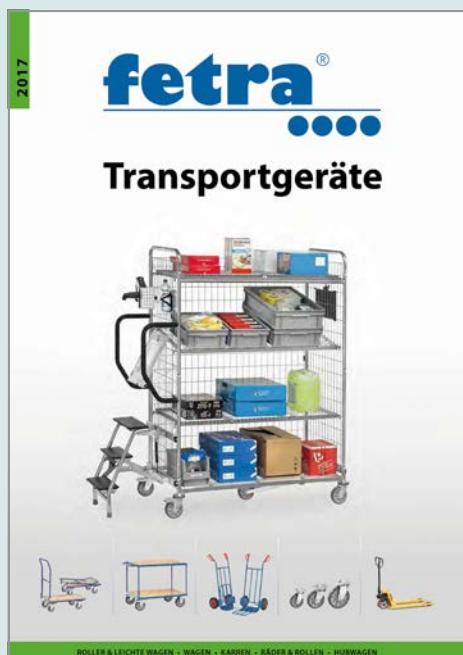
► Kärcher has overhauled its new B 250 R ride-on scrubbing machine. The user can now benefit from a large number of innovations which have already been successfully used in smaller Kärcher machines. These include such things as a large display for particularly clear menu guidance, the Kärcher Intelligent Key (KIK) system and the Kärcher fleet management. The battery-operated machines are primarily used for cleaning buildings – such as in shopping centres, logistics, and in industry. All of the options are clearly represented on the large-scale display and easily readable, enabling the user to navigate very well in the menu guidance system. The KIK system guarantees a short learning time on how to use the machine. Various authorisations are assigned using keys marked in colour. This enables the object manager to define parameters for the application in advance. This virtually excludes the occurrence of any operational errors. [It]



The B 250 R was overhauled. (Photo: Kärcher)

New fetra catalogue 2017

► The fetra catalogue 2017 has a compact and clear design. The transport-equipment manufacturer has expanded its program to include numerous innovations ranging from picking carts in a modular system to low-floor pallet carriers all the way up to intelligent accessories. In this way, fetra has optimised the



The new fetra catalogue. (Illustration: fetra)

features of its tried-and-tested picking carts: As of now, the expert for manually operated transport equipment will be offering the carts in a multifunctional modular system. Consisting of one basic design with two walls and handles in three loading-surface sizes and heights, the picking cart can be individually expanded, depending on the requirements. An additional innovation is the low-floor pallet carrier as a tugger train which is well suited for the transport of flat pallets and grid boxes in Euro pallet sizes. They optimise the material flow wherever forklifts cannot be used. As usual, fetra offers a 10-year quality guarantee for nearly all products manufactured in Germany. [It]



Now also available as a plastic version: The RotoQ. (Photo: Roto)

RotoQ family completed

► The year 2017 began with a new presentation for the Roto Dach- und Solartechnologie GmbH. The company presented its RotoQ skylight as a purely plastic window at the BAU fair. "With the plastic version of the RotoQ, which will be launched immediately in Germany and Austria, we are bringing a global innovation to the market," says Christoph Hugenberg, Chairman of the skylight specialist. The particular feature: This RotoQ has, like all Roto plastic windows, a profile made from 100% PVC and is thus a genuine high-quality plastic window. The launching of this innovation completes the Roto product line, with the company being able to offer the suitable window for professionals matching every customer requirement and demand. "Roto offers exclusively German engineering skills, which stand for reliable, continuous, and sustainable quality and precision like nowhere else in the world", emphasises Christoph Hugenberg. [It]

Two in one

► SW-Steel GmbH has presented a simple and cost-effective solution for the professional and damage-free assembly of sealing flanges with pulse-generator wheels. The combined assembly tool for 94012L sealing flanges enables exact positioning of the pulse-generator wheel on the crankshaft. This is the requirement for a precise sensor signal and thus for error-free motor operation. Without the new special tool, damage-free assembly of the sealing flange would not be possible. 94012L combines two tools in one since the positioning of the pulse-gen-

erator wheel can be replaced by an exchangeable fastening pin. It thus replaces the T10134 and T10017 VW tools with just one tool. [It]



94012L from SW-Stahl. (Photo: SW-Stahl)

Festool expands its saw product range



The KS 60 is available since February. (Photo: Festool)

► With its new Kapex KS 60, Festool GmbH launched a mobile, manageable, and flexible cross-cut drag in February. With ergonomically arranged handles, practical cable wind-

ing, and transport guards, the new KS60 is an ideal companion for construction jobs. Its equipment includes a compact design, easy handling and excellent cutting results for pre-

cision and diversity in mobile usage. The Kapex also performs well in terms of application diversity: two-sided mitre/tilt angles of up to 60 and 46 degrees respectively enable diverse and precise cuts. An LED spotlight and a removable table expansion are part of the additional equipment features. The double bearing support dual pillar guide also guarantees safe and smooth operation of the saw-blade. "We at Festool are always striving to launch additional top products on the market to make it easier for our customers to perform their work. We have thus developed a real product innovation with the KS 60 cross-cut drag which will convince you with the quality of its cut; it is also compact and easy to operate and thus perfectly completes the saw product line," says René Kruk, Managing Director at Festool. [t]

Dowel drill by hammer stroke

► The Wiha tool manufacturer has launched a product innovation which clearly simplifies the insertion of dowels in softer materials. The globally unique dowel-drill hammer with the shape and adaptation for professional applications enables the secure installation of dowels without the need for a power drill. A simple pound of a hammer on the new screw-driver hand-tool replaces the mostly heavy, noisy, and dust-intensive use of power tools and is "resistant to breakthrough" due to the galvanic separation of the steel cap from the cutting edge. It is also practical: There is no risk of electrocution for users when they hit cables or lines concealed underneath the surface. With the introduction of this portable hand-tool, Wiha Werkzeuge GmbH now offers an alternative to conventional power drills for the installation of dowels in softer building materials. [t]



The new Wiha dowel-drill hammer. (Photo: Wiha)



The GESIPA-NTX hand riveter. (Photo: GESIPA)

Proven quality in a new garb

► The blind-rivet specialist GESIPA has introduced a new version of its NTX and NTX-F riveters. The GBM 10 blind-rivet nut has also received a facelift. All of the products are now equipped with ergonomic and anti-slip handles which are much more comfortable to hold. Moreover, the riveting tools are primarily distinguished by their high robustness and reliability. The proven and patented intermediate lever system of the NTX model, which reduces the force required and dampens the demolition, will continue to be used. The narrow pliers head reaching poorly accessible areas more easily will also be retained. Overall, the manufacturer promises that the changes will make work a bit easier and more pleasant. [t]

What does Sören Kiefer do?



Sören Kiefer is the Group Manager of the AKADEMIE. (Photo: E/D/E)

Together with his team, Sören Kiefer manages the complete operation of the AKADEMIE, such as the design of the colleges and seminars, the diligent quality assurance of all offerings or the support of the members in matters of personal development. Only last year, many great things happened: a new homepage, new thematic areas, particularly in the digital segment, and new structures help to adapt the services even better to the needs of industrial B2B.

“It is highly motivating to see that our work is really helping the participants. Since E/D/E assumes the administrative and conception costs of the services provided by the AKADEMIE, we can keep participation fees low. My goal is always to offer the greatest possible benefit and to contribute in this way for making the industrial B2B ready for the future”, says the prospective Doctor of communication science. His team is currently working on the implementation of the “Product-line” thematic area, which should primarily be taught by E-learning. Kiefer is also pursuing a dual-study program as an expansion for the AKADEMIE range of offerings. During leisure time, the 29-year-old enjoys jogging or playing soccer to build up his energy for new challenges. [it]

► Having joined E/D/E in March 2014, Sören Kiefer is meanwhile in charge for the activities of the AKADEMIE in the membership-development business division as a Group Manager. Started as a project three years ago, this has been actively defining the advanced training opportunities for E/D/E members and suppliers since last year. “Colleges” are currently being offered for long-term competence development and one to two-day seminars for providing the application knowledge tailored to everyday business.

Last message: Jochen Püls leads E/D/E Business Division III

► As of 1st February, Jochen Püls began his work as the new Head of Business Division III at E/D/E. He thus follows Ralf-Erik Domek, who left the company on 31st March 2017. Püls is not an unfamiliar face at E/D/E: Already from 1984 to 2000 he held several positions in the products segment before becoming active from 2012 to 2014 as the Managing Director of the CaTradeNet GmbH – the predecessor of Toolineo GmbH. The 49-year-old has a wide range of experience in networking and in the industry, most recently serving as the German Area President and Speaker of the DORMA German Management. [ck]



Jochen Püls. (Photo: E/D/E)

E/D/E congratulates

STP Aichach GmbH, Aichach-Ecknach
on its 10th anniversary

Gassmann GmbH, Heiligenstadt
on its 25th anniversary

Handelshof Bitterfeld GmbH, Bitterfeld-Wolfen
on its 25th anniversary

Sanitär Wahl GmbH, Stuttgart
on its 40th anniversary

Koch-Mannes Masch.handels GmbH, Sennfeld
on its 60th anniversary

Max Altenecker oHG, Osterhofen
on its 80th anniversary

Krapp Eisen GmbH & Co. KG, Lohne
on its 120th anniversary

Schurrer GmbH & Co. KG, Nördlingen
on its 140th anniversary

H. Isserstedt GmbH, Hagen
on its 150th anniversary

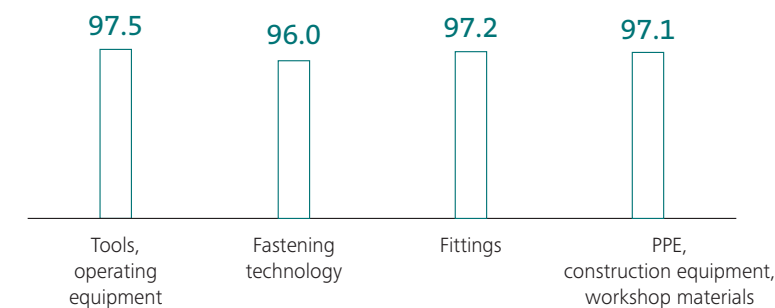
P. H. Brauns, Hannover
on its 200th anniversary

Dröge + Leifert GmbH & Co. KG, Werl
on its 300th anniversary

Everything that counts!

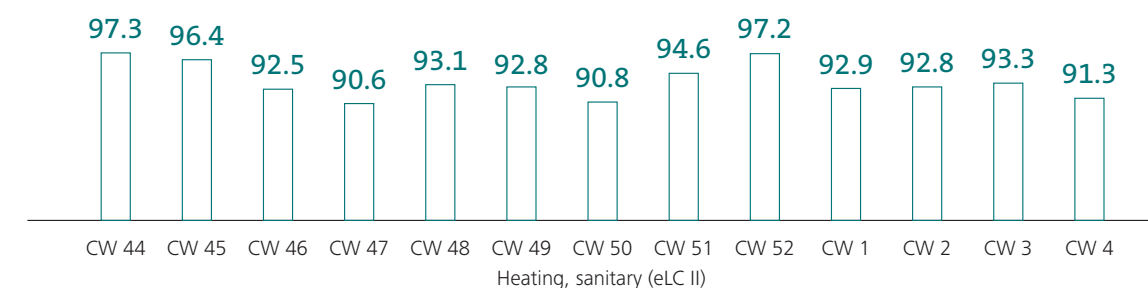
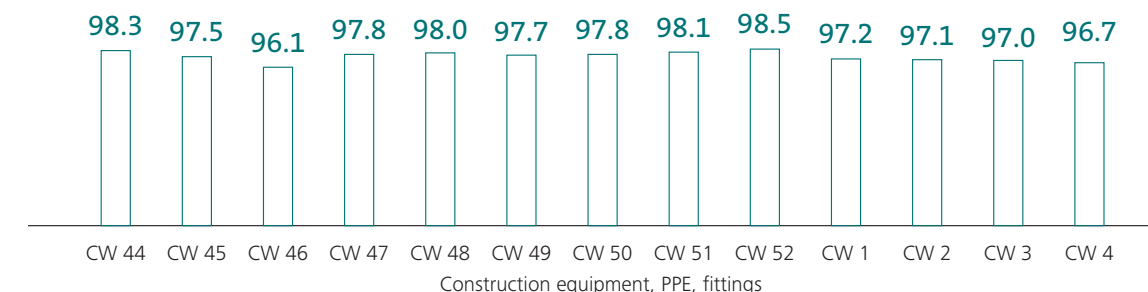
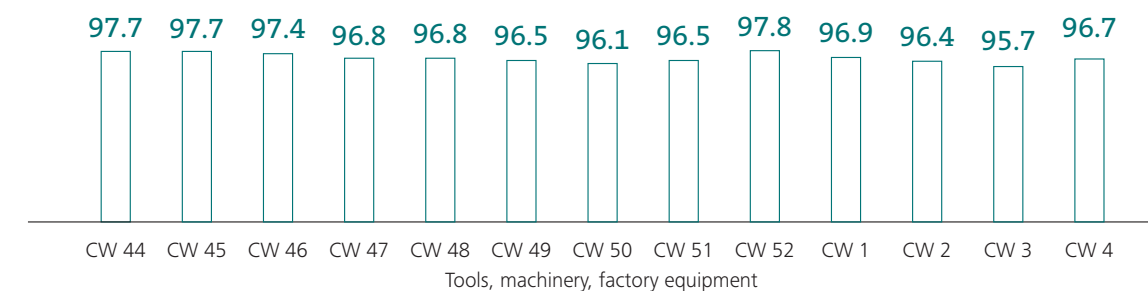
Standard assortments

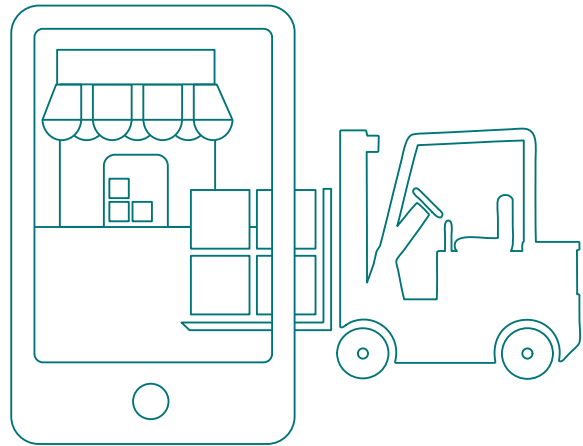
Average delivery capacity in percent
November 2016 to January 2017



eLC product ranges 2016/2017

Actual delivery capacity in percent
Target: 98





A date worth noting: "B2B E-Commerce" ibi forum on 4th May in Frankfurt

► On 4th May, numerous experts will discuss at the "B2B E-Commerce" ibi forum in Frankfurt how wholesalers can manage the digital transformation. There is no master plan for this and even the experiences from the B2C E-Commerce provide only limited assistance.

This is the point of the event which will provide insights and reports on the experiences of ex-

perts including Daniel Spitzer from E/D/E, who will be joining the "E-Commerce construction site product data" discussion round. Spitzer is the Project Manager of eDC, the electronic data centre of E/D/E.

The forum will start at 9:00 a.m. at the Frankfurt School of Finance & Management. The early booking price of 199 Euro applies until 13 April. Information at www.ibi.de/B2B-Forum [ck]

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