



E/D/E had much to offer at Eisenwarenmesse

E/D/E offered their partners at the international Cologne Eisenwarenmesse multiple value-adding benefits. The Wuppertal-based purchasing association provided again an innovation-brochure for its member companies concerning important contract-suppliers. Furthermore, E/D/E presented the concept of Werkzeug TV, which contributes to further qualification in industrial wholesale distribution.

Wuppertal / Cologne – The new concept Werkzeug TV (German for "Tool TV") was received positively at the Eisenwarenmesse in Cologne (9th to 12th March). Because of the good reactions from the trade the E/D/E has already broadened the concept before the trade fair, thus generating Betriebseinrichter TV ("Factory Equipment TV"). "With both concepts we are breaking new ground in the industry. Sales personnel are now always up to date, this is an important innovation", says E/D/E manager Dr. Christoph Grote, member of the executive board and responsible for products and sales. Werkzeug TV and Betriebseinrichter TV are platforms for short clips with special, product-related training, which are available to sales representatives of E/D/E members at any time, be it in the office or on the road via mobile web. At the Cologne-based Eisenwarenmesse E/D/E showed numerous Werkzeug TV-clips in the Offenbachsaal. E/D/E specialists were glad to answer all questions about the concept.

Also in the focus of E/D/E member companies in Cologne was the innovation brochure, which presented all important new develop-

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ments from contract suppliers. Already its first rendition in 2012 resonated quite positively with the industry and with the cooperating trade-partners. This time, E/D/E provided the brochure for its members in an even more comprehensive fashion and with more details.

Further more, E/D/E offered an attractive backdrop for an intense communicative exchange to its partners. In the Offenbachsaal, qualified employees from the E/D/E divisions were glad to answer any questions arising from the visitors. For the product-experts from the E/D/E divisions of tools, fastening elements and factory equipment, the trade fair in Cologne once more proved to be an important event.

E/D/E

The E/D/E (Einkaufsbüro Deutscher Eisenhändler GmbH) is Europe's largest purchasing and marketing association in industrial B2B, with 1000 affiliated medium-sized trading companies and 354 further retailers. These companies trade in tools, machines and company equipment, building fittings and building elements, sanitation and heating, steel and mounting technology, welding technology, security systems and industrial technology as well as occupational safety products. Most of these member companies primarily supply to commercial buyers from industry, trade and local councils. Part of E/D/E group are also the subsidiaries ETRIS Bank GmbH, EDE International AG, ZEDEV AG as well as DELCREDIT España S.A. and DELCREDIT France S.A.S. and the EURO-DIY GmbH & Co. KG..

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