

The E/D/E and EVOLUTION



Einkaufsbüro Deutscher Eisenhändler

We are Einkaufsbüro Deutscher Eisenhändler (E/D/E) – the European services and system provider for the industrial B2B sector. We have approximately 1,200 affiliated members, primarily specialist wholesalers supplying commercial customers in the craft sector and industry, as well as local authorities. They specialise in tools and machinery, industrial supplies, fittings and construction elements, building services, steel and products for personal protective equipment (PPE) and technical trade.

When Ferdinand Trautwein founded E/D/E in 1931, it was with the conviction that every individual can benefit from being part of a strong community. He was proven right – and the strength of his idea persists to this day. We now serve as an active link between manufacturers and specialist dealers in the industrial B2B sector in 28 countries and work with more than 3,200 contract suppliers.

Our offer to members

As a system centre, we strengthen the competitive position of our members with market-centric services from central purchasing, logistics – we operate two central warehouses in Wuppertal and Schwebheim – marketing and a modern portfolio of networked digital services. By way of Toolineo – the established online marketplace for craft supplies – E/D/E gives specialised dealers and brand manufacturers the opportunity to engage in contemporary and targeted product marketing. We render financial services via our fully licensed bank, ETRIS BANK, and its strategic business areas central payment and factoring.



At home in the city of Wuppertal, successful in Europe: E/D/E strengthens medium-sized industrial B2B sector companies in 28 countries with a customised portfolio of central services.

EVOLUTION – Strategic development for sustainable growth

EVOLUTION is rooted in a broad-based strategy and organisational development process aimed at continually expanding the performance and future viability of the E/D/E alliance – for the benefit of members, suppliers and collaboration partners. EVOLUTION represents a profound transformation at an organisational, cultural and process level. As part of this, we have established market-oriented and sustainable organisational structures (see the “Services for members and suppliers” section for more details) and made targeted systemic and conceptual changes. In that respect, we raise the organisation’s performance to a new level, thereby overcoming recognised limitations.

During this continuing transformation process, we are consistently guided by our vision for the future and our identity: “We are the European services and system provider for the industrial B2B sector, and are continuing to develop into an organiser and operator of networks for market-relevant supply systems for craft and industry requirements.” To achieve our ambitious transformation goals, we have developed tailor-made intervention architectures that are continually reflected upon and adapted in line with prevailing market and organisational observations – a method that E/D/E defines as the “Change of change.”

In addition to this guiding central principle, the EVOLUTION process is characterised by other guidelines:

Outside-In

EVOLUTION consistently adheres to a market-based approach in which the specific requirements of our partners and recognisable market trends are integrated in the development process. This approach reduces blind spots and aligns our development with our partners’ specific expectations.

System intelligence

We solve complex and interdisciplinary challenges by networking internal and external knowledge. The dialogue between different areas of expertise enables new insights and perspectives that produce innovative and sustainable solutions.

Partner integration

The targeted involvement of our members, suppliers and cooperation partners is key to the success of the transformation. This ensures that the implemented developments and innovations are practical and market-oriented at all times.

Since the end of 2022, we have been working intensively on implementing the reorganisation that was decided in 2019. Such far-reaching reorganisation efforts were (and continue to be) aimed at significantly increasing our dealers’ efficiency. We have realised targeted progress in strategically vital areas under the EVOLUTION 2024 guiding principle of “Creating our own economic momentum, increasing productivity and efficiency and achieving breakthroughs to enable positive leaps in development for the E/D/E Group – thereby developing the necessary resilience.” These include, in particular, the further development of data management (DATAcloud360), a significant increase in the efficiency of the shop systems (SHOPcloud360), successful SAP modernisation and the introduction of the new myEDEportal in the IT system landscape. We also made significant progress in our supply

networks, as well as in the construction of the new Toolineo marketplace. At the same time we have significantly strengthened our organisational performance and cross-divisional cooperation. It became clear that the reorganisation set the right course at an early stage and with foresight. We worked intensively on advancing this successful implementation in 2024.

Looking ahead to 2025, we will continue to consistently align our decisions and actions with our vision for the future. The EVOLUTION Agenda 2025 is, therefore, guided by the motto: "We are one team and we improve our services by simplifying and automating our processes."

This is aimed at fundamentally simplifying and automating data processes. It forms the foundation for successfully tackling additional breakthrough topics, reducing individual dependencies and interactions and for achieving greater efficiency. Furthermore, we will bring about an even greater sense of responsibility within the E/D/E organisation and further increase performance by way of targeted cooperation. In a challenging market environment, the optimised interaction of market-related core functions is intended to create economic activity and reduce existing inhibiting factors. By way of a targeted review and optimisation of existing services, we aim to tap into as yet unused potential by enabling the individual divisions to learn from each other and jointly develop their services. The transformation of our system environment facilitates the efficient, automated mapping of central business processes and creates the necessary flexibility and scalability to react optimally to market requirements in the future. The targeted further development of IT systems and technologies is a key driver for realising our vision for the future and the EVOLUTION Agenda 2025.



The successful idea of company founder, Ferdinand Trautwein, is shaping tomorrow's world with EVOLUTION.

Significant
performance data 2024
of the E/D/E Group

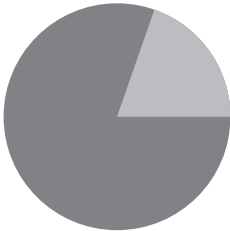
8.9 ^{EUR billion}

Trading volume

6.2 ^{EUR billion}

Product business

69.5 %



2.7 ^{EUR billion}

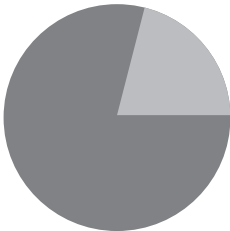
Third-party business
ETRIS BANK

30.5 %

4.4 ^{EUR billion}

Domestic product business

71 %

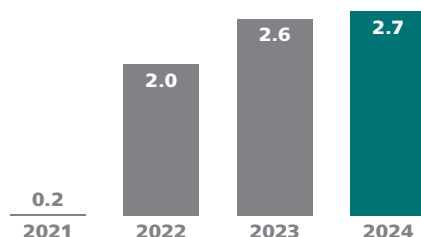


1.8 ^{EUR billion}

Foreign product business

29 %

2.7 EUR billion



**Business volume
Third-party ETRIS BANK**

5.9 EUR billion

**Turnover
Central payment
(CP)**

149 EUR millions

**Bonuses and
reimbursements
to members**

182

Installed brand shops

108

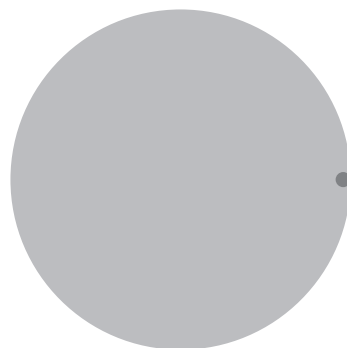
**Completed customer pro-
jects – Industrial services**

Over 3,200

**Participants in E/D/E net-
work events**

24

**ZHH scholarships approved
by the E/D/E Foundation**



115,000
Stock items

>2.5 million

**Articles in the
product range**

16

**Sectors and
product groups**

~1,200

**Member
companies**

~3,200

**Contract
suppliers**

**Active in 28
Countries**

Up to 10,000

**Parcels dis-
patched daily
(eLC)**

347 EUR million

Stock turnover