

E/D/E trademarks and sales concepts: Unique selling points for the trade



Strong brands such as FORUM are firmly established in the product range of E/D/E members.



Strong brands stand for quality, reliability and technical excellence – factors that deliver a decisive difference in highly competitive sectors. E/D/E private labels are the best example of this. They offer the industrial B2B sector the opportunity to position itself on the market with clear unique selling points, combined with attractive purchasing conditions, high product quality, technical expertise and excellent quality of advice on the part of the trade.

The trade, therefore, benefits directly and in full from the expertise and experience within the alliance – from product range development and product purchasing to sales support and digitalisation. The E/D/E trade brands, therefore, open up new sales opportunities and possibilities for the industrial B2B sector to strengthen customer loyalty in the long term. At the same time, the established trade brands continue to expand the range with an attractive and well thought-out addition with a wide assortment in various product groups. In some cases, sales are handled exclusively by specialised sales groups within E/D/E.

format
professional quality

forum
Professional Solutions

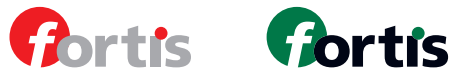
Strong demand for **FORMAT** and **FORUM** brands

The increased focus on private labels was clearly noticeable in 2024, both on the part of the industrial B2B sector and among end users. The FORMAT and FORUM brands thus recorded significant growth.

The established FORMAT brand covers a comprehensive range of products within tools – especially precision tools – PPE and operating equipment, among others, and stands for reliable products for professional use in industry and in the craft sector. FORMAT is established as a tool brand for professionals in industry and in the craft sector under the term “Tools for Professionals” and enjoys a high reputation.

With its high-quality range of tools, the FORUM brand covers the needs of industry and craft trades in a targeted manner. A high degree of quality, excellent purchasing conditions and exclusive availability via E/D/E specialist dealers were also key factors in the brand’s successful development last year.

One highlight of the current year is the 20th anniversary of the FORUM brand. To mark this occasion, a year-long campaign is being implemented featuring social media activities, prepared posts and adverts, a revised homepage and a new, specially produced image film. By way of products that change monthly, and at particularly attractive rates, members can incentivise their customers to buy.



FORTIS: Stable development in industrial business

With a wide range of products in the fields of personal protective equipment (PPE), construction equipment, fastening systems, operating equipment, hand tools, precision tools, welding technology and technical trade, the FORTIS brand meets the high demands of professional users and is, therefore, indispensable in the trade sector. In 2024, the product range continued to grow with stable sales, including new products in the areas of PPE, industrial supplies and tools for the craft sector and industry. To meet the requirements of professional users, "FORTIS Arbeitsschutz" added numerous products in 2024, such as new high-visibility jackets to its existing WorkWear series.



Continual development of the PREMIUM FORMAT GROUP

The sales group, PREMIUM FORMAT GROUP, continued its strategic development in 2024 and finalised this process at the meeting of all members in June of the year. A new PPE catalogue has also been published.

In view of the challenging market situation this year, the focus is on further developing the PREMIUM sales concept in a targeted manner. The private label concept, in particular, is being expanded and actively promoted, to bolster the distributors' market position in the long term.



UNION: A successful sales forum

Following successful previous years, 2024 was characterised by a noticeable economic downturn for UNION's Tools, Power Tools and Factory Equipment sales concepts. Numerous marketing activities served to counteract the trend. The UNION Power Tools catalogue was republished in May 2024, followed by the UNION Tools and UNION Factory Equipment catalogues in October 2024. Furthermore, distributors of this sales concept actively use microsites for the E-COLL and "FORTIS Arbeitsschutz" brands, as well as for power tools.



Many distributors organised in concepts are outperforming the market, including the FAVORIT Group.

The sales forum – which is held every two years – served as a forum for mutual exchange. In November, more than 300 guests from the circle of members and 53 exhibitors from the supplier side came together in Mülheim an der Ruhr. In addition to information about new products, activities focussed, in particular, on networking. The “UNION Werkzeug” sales concept celebrates its 20th anniversary in 2025.

FAVORIT
Arbeitsschutz

PROTECTOR
Die Arbeitsschutz-Experten

Personal Protective Equipment: FAVORIT Group and PROTECTOR

The FAVORIT Group has repositioned itself in 2024. The eight members involved have completely revised their supplier strategy, presented it in numerous meetings and successfully discussed it with suppliers. Among other things, the ForSec service module continues to ensure differentiation in the market. The FAVORIT Group has grown once more in a difficult market environment.

The PROTECTOR Group also recorded growth in 2024. The Sales College developed especially for the Group's sales employees was presented at the conference in November. At product range level, the Group has developed a concept for electro-mobility.

TECHNIK kommt an

Technical trade: Continual development of sales concepts

In the areas of PPE and technical trade, activities focus on the further development of sales concepts. A new microsite created last year on the topics of hose and fitting technology provides valuable information for users and rounds off the “TECHNIK kommt an” marketing concept in a meaningful way.

The grouping of supply ranges in stock in the direction of the defined target sectors serves to support the members in their day-to-day business in the long term. Furthermore, partners on the supplier and member side benefit from the continual optimisation of data quality. In addition, an expansion of services for specialised dealers is in preparation.

The current year also sees the 30th anniversary of the Technical Trade specialist group. Formats such as the Meet & Connect “Technischer Handel/ Arbeitsschutz” event – held in Dortmund in May 2025 – are aimed at strengthening the exchange and networking between industry and trade.



HANDWERKSTADT: Unity and new marketing concepts

The economic development in the construction-related craft sector slowed significantly last year. Within industrial B2B sector systems, this has had an impact on the HANDWERKSTADT and PLUS 1 sales groups.

Against this backdrop, the unity of the HANDWERKSTADT sales group was promoted with a new commitment concept. The cooperation with contract suppliers was stabilised and selectively expanded – accompanied by a clear commitment from retailers to a joint product and supplier strategy.

To generate sources of marketing impulses, more special campaigns have been realised for the craft sector target group. With the microsite for power tools, the HANDWERKSTADT sales group now has at its disposal an instrument to increase both visibility and reach, and to provide information about new products from manufacturers at even shorter intervals. Access to the marketing portal makes it easier for distributors to obtain centrally provided marketing materials such as adverts or social media posts. A separate campaign area is available for the FORUM campaign to mark its 20th anniversary.

The HANDWERKSTADT sales group is celebrating its 25th anniversary this year. Numerous activities are currently being prepared: in addition to the catalogue's new edition, a sales forum with 50 suppliers is planned, as well as many promotional impulses, including intensive social media activities throughout the year.

In the PLUS 1 sales group, activities in 2024 focussed on developing new product range modules tailored to the distributors' relevant regional customer target groups. Basic and extension modules were developed for a

total of 17 product groups. To generate process cost benefits and reduce the burden on members' warehousing, the modules were selected exclusively on the basis of the E/D/E warehouse ranges.

Persistently high stock levels and a noticeable reluctance to buy have affected the Motor Engineering division with its "GreenMoto" sales concept. Intense predatory competition can be observed on the part of manufacturers. A Meet & Connect event with the leading manufacturers is planned for this division for the first time this year, to generate additional impetus at the start of the season.



MIETeplus: New suppliers and trading partners acquired

In these economically challenging times, the idea of renting instead of owning is becoming even more important. Against this background, MIETeplus 2024 has once again developed positively. Many end users are interested in flexible rental offers, to benefit from advantages such as liquidity protection and risk minimisation. Last year, activities focused on maintaining and expanding the network. We have succeeded in acquiring new suppliers in the construction machinery sector, as well as new distributors. E/D/E supports the trade of integrated services from a single source, from rental software to integration with CRM systems and AI-based systems.



WUPPER-RING: Private label gains further importance in building services

High construction costs and politically induced uncertainties among consumers have placed a heavy burden on the building services market in Germany in 2024 and thus presented the WUPPER-RING with major challenges. Considering this point, activities focussed on supporting members by offering competitive conditions and by expanding and updating the FORMAT product ranges.

In view of the prevailing tense economic situation, consumer awareness is placing greater emphasis on the need for attractive private labels. In this market environment, the E/D/E trade brand FORMAT has become even more relevant in the building services sector. Thanks to targeted sales activities, WUPPER-RING distributors were able to achieve even higher own-brand shares.

Marketing that is specifically tailored to the respective target groups and focuses on increasing reach and lead generation offers distributors effective support in meeting their specific needs along the entire value chain. By strategically addressing relevant target groups and using modern marketing tools, we not only reach potential customers, but also build sustainable business relationships to promote the long term success of distributors. This enables targeted demand generation, the optimisation of sales processes and a stronger position within the competitive environment.





The FORTIS PPE series was also expanded and updated in 2024.

EURO-DIY

EURO-DIY focuses on new marketing mix

In view of the noticeable restraint across the market, EURO-DIY's activities focussed even more strongly on target group-oriented marketing measures. Online activities, in particular, increased significantly. This focussed on continual topics such as increasing efficiency and reducing costs.



Specialist groups bundle their expertise

The dialogue in the PRO.ELEMENT specialist group with its competence groups "Contract Business," "Sun Protection + Façade" and "ELEMENTARES Services" helps distributors anticipate market trends at an early stage and find new solutions. Expertise in building hardware and building components is concentrated in the ELEMENTec specialist group, in cooperation with the EBH AG. One of last year's highlights was the initial presentation of the PRO.ELEMENT award 2024 in cooperation with the Fraunhofer Institute to the supplier partner Hörmann KG for product innovations within the scope of sustainability. The ELEMENTARES competence group, which focuses on exhibition sales, has also continued to grow. New activities have been initiated here with the integration of three-dimensional, virtual exhibitions and influencer marketing.

Marketing in the digital transformation

Marketing support is one of the central services provided by the alliance, which opens up significant added value for member companies. E/D/E supports the industrial B2B sector in its transition to an increasingly digital marketing world, and sees itself as a powerful partner for effective marketing campaigns both online and offline.

Customised content

The provision of target group-orientated content is of central importance here. One example of this concerns the numerous templates for social media posts that are available on the marketing portal and can be customised for your own company with little know-how. The microsites presented above relieve members of the time-consuming creation of their own content, create variety on the retail websites and give members the opportunity to visualise their performance in an efficient manner.

Print remains relevant

Despite all the digitalisation in marketing, print remains relevant. In certain cases, there were increases in the circulation of brochures and catalogues in 2024, and additional self-service materials were also made available. E/D/E brochures are also available via the marketing portal, for example, which are aimed at end users thanks to their informative nature. Members can customise these brochures in just a few steps, and use them for their sales activities.

Marketing dialogue established

A new format was successfully established in the association in 2024 with the “Marketing Dialogue”: Marketing experts from the distributors came together both in virtual meetings and at face-to-face events to exchange experiences, gain new inspiration and jointly develop services from which the entire alliance can benefit.

New myEDEportal

The myEDEportal – which replaces the previous Extranet – serves as a central communication hub between members and E/D/E. In addition to the E/D/E homepage, which was completely redesigned in 2024, a further modern communication channel is now available within the alliance.



Steps into a new world: E/D/E digitises target group communication and enables exciting virtual user experiences.