



**TRUST BLUE**

- State-of-the-art solutions for increasing your turnover
- Digital service for your professional presence at the digital point of sale
- Resource optimization thanks to electronic order processing





## Trading together

PFERD provides state-of-the-art solutions for increasing your turnover as well as powerful support and digital service for your professional presence at the digital point of sale.

The aim is to be able to trade together successfully in the future.





## Increased **relevance** due to the specific e-commerce range

PFERD is a leader in development, production and consultation, as well as distribution of tool solutions for work on surfaces and material cutting. Make use of our expertise and our premium image to improve the relevance of your online store when it comes to quality tools and drives.

In addition, we will provide you with a high-seller range specially tailored to your needs in e-commerce. With the comprehensive e-commerce range from PFERD, you benefit from a suitably extensive and detailed range in order to make the customer's purchasing decision as easy as possible.



### More **visibility** due to PFERD product data

A requirement for the optimum digital display of PFERD products is the comprehensive and high-quality product information, images and videos which we will provide to you free of charge as part of the PFERD data service; we will make a current version of these available in various languages via our portal [www.pferd.com/data](http://www.pferd.com/data).

Not only is the technical product data recorded in the PFERD content data, but purchase-relevant information such as search-machine-optimized item names, product benefits, usage instructions and product/application images are shown too. For items that require explanations, you can also integrate our application videos in your online store.

We will provide you with our product data in an electronically readable data format. We will provide the following data formats to you:

- BMECat (classification according to proficlass, eclass, pferdclass)
- Excel file
- CSV file

The product data will be updated regularly. If you register on the website with your e-mail address, you will automatically be informed about updates and can include new products in your range at short notice.



### Advantages:

- Up-to-date product information images and videos at all times.
- Optimum display at the digital point of sale.
- Automatic updating and data distribution on all channels.

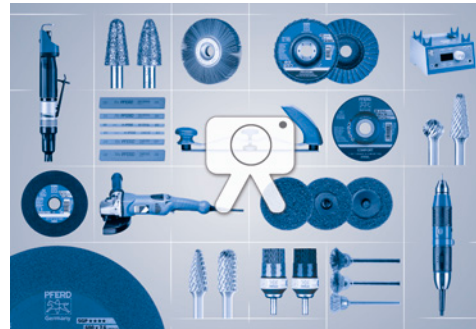
### Electronic data

Product data and information in your desired format.



### Image data

An individual photo for every one of the 9,000 products from PFERD.

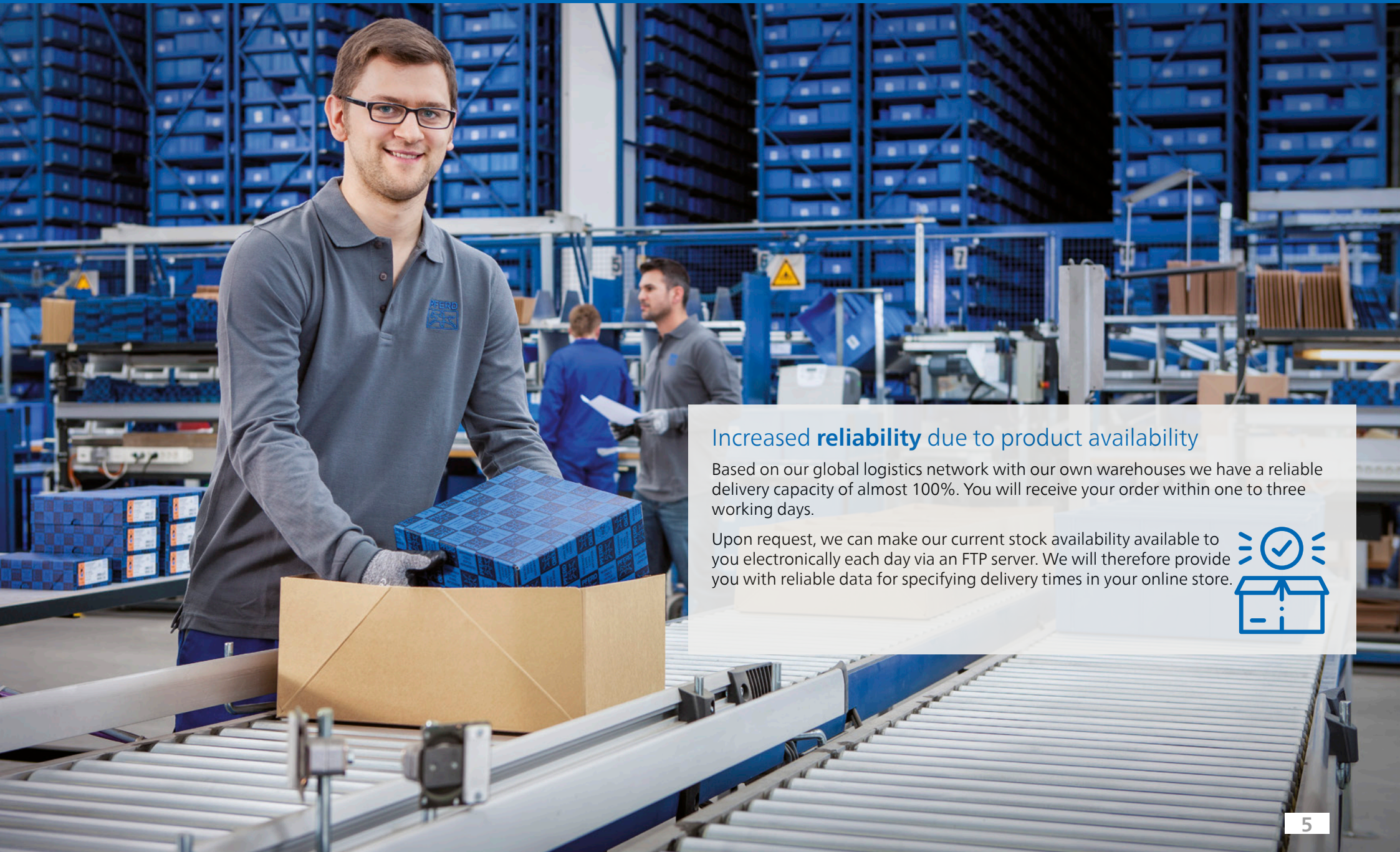


### Video data

A product video for one in six products.







## Increased **reliability** due to product availability

Based on our global logistics network with our own warehouses we have a reliable delivery capacity of almost 100%. You will receive your order within one to three working days.

Upon request, we can make our current stock availability available to you electronically each day via an FTP server. We will therefore provide you with reliable data for specifying delivery times in your online store.





## Increased **efficiency** due to digital order processes

Would you like to use electronic order processing and process orders regardless of the time and location? We will provide you with various digital order processes:

- EDI connection
- EDI CSV
- nexMart
- PFERD online store

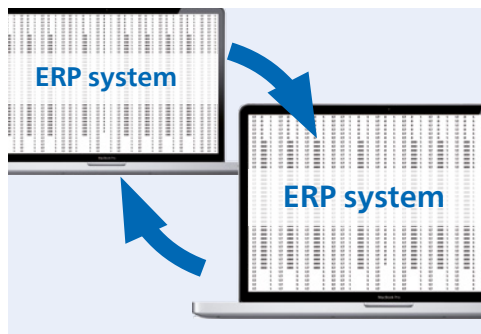
The data is exchanged electronically and automatically on the basis of different structured and fixed standards/processes. Following the first configuration, no more intervention is generally required.

### **All the benefits to you at a glance:**

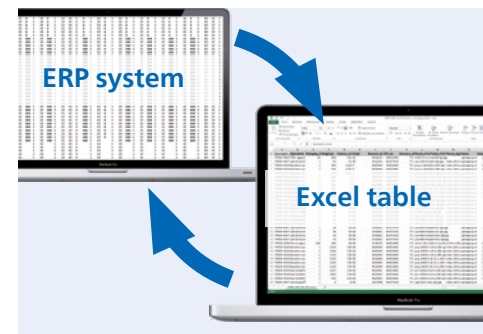
- Electronic order entry via different channels, incl. electronic responses.
- Order entry irrespective of time and place.
- Immediate and secure processing of your order.
- You can create favourites and order templates for easy and fast order processing.
- Comprehensive information on customer-specific prices, availability and delivery time.
- Permanent access to your personal order history.
- Option to connect to your ERP system for fully automatic order processing.

If you are interested, we will be happy to provide you with additional information material on feasible data formats and transmission channels.

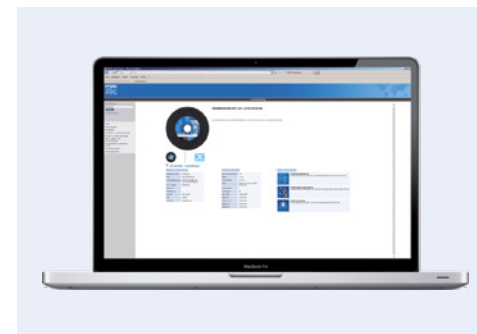
EDI connection



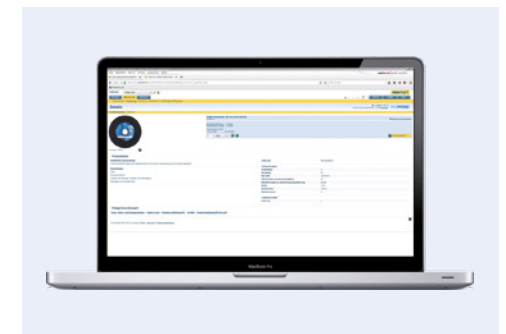
EDI CSV



PFERD online store



nexMart





### Increased **traffic** due to joint activities

A reliable and long-term partnership is the basis for sustainable success. As part of this successful and fair collaboration, we are open to joint projects. As a reliable partner, we will hereby support you with various activities in order to achieve defined goals together more effectively and to strength the collaboration in the long term. We will offer you various promotional campaigns at regular intervals. Alternatively, we will support you in designing and implementing supplementary marketing activities such as special campaigns in your online store, editorial articles and additional graphics and content.





## More **knowledge** due to the **PFERD**ACADEMY

In order to give your employees in customer service expert knowledge from the field of work on surfaces and cutting, we will provide you with various workshops, e-learning courses and digital **POWERTRAINING** courses in our **PFERD**ACADEMY.

The **PFERD**ACADEMY provides consulting and application expertise when it comes to the entire PFERD product range.





## Increased **collaboration** due to personal contact persons

In addition to your sales representative, you will receive direct contact persons for the specific e-commerce areas:

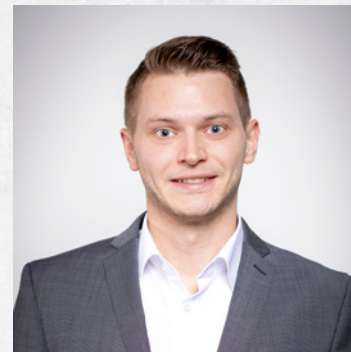


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