



Press Release

5th “Partner of Specialized Retailers” award in a row

For the fifth time in a row, PFERD wins the title of “Partner of Specialized Retailers” presented by the ZHH in the product category of “grinding and cutting tools” – PFERD Director Jörg Hesse says this attests to PFERD’s close relationship with and loyalty to specialized retailers.



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Image 1

Jörg Hesse, PFERD Director of Sales and Marketing, receives the award certificate from Dr Paul Kellerwessel, Chairman of the AKW of the ZHH

[pferd-partner-des-handels-2018_01.jpg]

“Winning an award five times in a row – this requires stamina and strategic continuity,” says Jörg Hesse, Director of Sales and Marketing at August Rüggeberg GmbH & Co. KG – PFERD Tools based in Marienheide. He is delighted that PFERD again won the award presented by the German Hard Goods Federation (ZHH) each year. “We are very glad that specialized retailers are aware of and recognize our loyalty to them, our innovative capacity and above all our many initiatives in the area of digitalization.”

Dr Paul Kellerwessel, Chairman of the Working Group on Tools of the ZHH and Managing Director of Cologne-based Aug. Hülden GmbH + Co. KG, also pointed to the rapidly changing market situation for the B2B trade. According to him, that is why support, trust and selective sales strategies developed by suppliers are needed, and the Partner of the B2B Trade award is meant to serve as a guide and honour suppliers who act with specialized retailers in mind for their efforts.

“We at PFERD will continue doing our utmost to accept and rise to future challenges together with retailers,” says Jörg Hesse. “We certainly would not mind receiving this award again in Marienheide,” adds the PFERD Director.



For the 19th time, the Working Group on Tools (AKW) of the ZHH organized the B2B trade's partner selection in the categories of hand tools, precision tools, company equipment, fastening technology, occupational health and safety, grinding/cutting tools, measuring tools and chemical products.

Images:



Image 2

The winners of this year's partner selection in front of the Früh pub and restaurant in Cologne

[pferd-partner-des-handels-2018_02.jpg]

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