

Klöckner & Co SE

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Press Releases

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KLÖCKNER & CO EXPANDS STEEL TRADING OVER THE INTERNET EVEN FURTHER AND FOCUS ON THE CONSISTENT DIGITALIZATION OF THE SUPPLY CHAIN

- Successful initial installation of the new Klöckner webshop in the Netherlands
- Rapid roll-out across all other country organizations planned
- By 2015 all Klöckner country organizations will be online with their overall program

Duisburg, Germany, April 22, 2014 – Klöckner & Co will increasingly putting emphasis in the future on the sale of steel and other metals via the internet. With the use of a companywide webshop solution, the company is expanding its service portfolio and will, in the future, be offering its customers a 24/7 online and more efficient ordering process for all products as well as processing services. After the successful initial installation of the new Klöckner webshop in the Netherlands, roll out shall begin this year in all other country organizations, beginning with Germany.

“The widespread use of our online store is an essential step in creating a seamless digitalization of the supply chain from our suppliers to our customers. As early as next year, all our customers will have online access to a comprehensive range of products and services from all our locations. Based on this, we will expand the service further and gradually pinch off any digital gaps in our supply chain. In doing so, we decisively pursue our goal to revolutionize the traditionally rather low-margin business model in steel distribution,” says Gisbert Rühl, CEO of Klöckner & Co SE.



Quite recently, the new e-business platform of Klöckner & Co's Swiss subsidiary, Debrunner Koenig, won the bronze medal in the business category of the "Best of Swiss Web 2014" internet awards competition. In addition to its visually attractive presentation, the e-business platform was rated particularly highly by the jury for its webshop integration. Customers in Switzerland therefore have 24/7 access to the entire product range – supported by a powerful search function.

Parallel to the introduction of the Swiss e-business platform, the new Klöckner webshop has now been successfully implemented in the Dutch subsidiary. The webshop also offers access to important certification data as well as to detailed descriptions and drawings for almost any product. In addition to all other product information, customers have access to details about the availabilities and delivery times of the product lines they are interested in directly.

“Our new webshop is being very well received both by our customers and our sales staff. Thanks to the webshop's efficient systems for sales order entry and processing, sales staff now has more time to spend with new customers or customers who require a large amount of advice,” explains Hans Sinnige, CEO of ODS B.V., the Dutch country organization of Klöckner & Co.



About Klöckner & Co: Klöckner & Co is the largest producer-independent distributor of steel and metal products and one of the leading steel service center companies in the European and American markets combined. The core business of Klöckner & Co is the warehousing and distribution of steel and non-ferrous metals as well as the operation of steel service centers. Based on the Group's distribution and service network, more than 146,000 customers are supplied through around 220 locations in 15 countries. Currently Klöckner & Co employs around 9,600 employees. The Group had sales of around €6.4 billion in fiscal 2013.

The shares of Klöckner & Co SE are admitted to trading on the regulated market segment (Regulierter Markt) of the Frankfurt Stock Exchange (Frankfurter Wertpapierbörse) with further post-admission obligations (Prime Standard).

Klöckner & Co shares are listed in the MDAX®-Index of Deutsche Börse.

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