

**Klöckner & Co SE**

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## **KLÖCKNER & CO LAUNCHES ONLINE BUSINESS WITH CRAFTSMEN AND PRIVATE CUSTOMERS**

**Duisburg, Germany, September 21, 2015** – Klöckner & Co is using a collaboration with online specialist dealer Contorion to move into the attractive online business with craftsmen and private customers in Germany. From today on, more than 900 different Klöckner products such as sheets, tubes and profiles are available at [www.contorion.de/kloeckner](http://www.contorion.de/kloeckner) with no minimum order value. To make sure all products are delivered tailor-made for craftsmen's and private customer's needs, a special processing and shipment infrastructure was built at Klöckner's location in Frechen/Germany.

An expansion of the product range on offer at Contorion as well as the development of other Internet sales channels are planned for later in the year as part of a multi-channel strategy.

Gisbert Rühl, CEO of Klöckner & Co SE: "Digitalization opens up completely new marketing opportunities, including the retailing of small quantities over the Internet. Collaborating with an innovative online specialist dealer such as Contorion is the best way to enter into this market, which offers far higher margins than traditional steel distribution."

Dr. Richard Schwenke, Managing Director of Contorion GmbH: "We are delighted to expand our product range with items in demand by many of our customers. Klöckner & Co stands



for quality and reliability and has extensive digital competencies – excellent conditions for a successful partnership.”



**About Klöckner & Co:** Klöckner & Co is one of the largest producer-independent distributors of steel and metal products and one of the leading steel service center companies worldwide. Based on its distribution and service network of around 220 locations in 15 countries, the Group supplies more than 150,000 customers. In addition to companies in the construction industry as well as machinery and mechanical engineering, Klöckner & Co serves customers in the automotive and chemical industry, shipbuilding and in fields of household appliances, consumer goods and energy. Currently Klöckner & Co employs around 9,700 employees. The Group had sales of around €6.5 billion in fiscal 2014.

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.

ISIN: DE000KC01000; WKN: KC0100; Common Code: 025808576.

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**About Contorion:** Contorion is an online specialist dealer for hardware and industrial supplies. Its extensive range includes a variety of product categories from all the major producers, screws, electric and service tools, as well as work clothing by well-known manufacturers. In addition to the webshop, Contorion sells products also via its own corporate sales staff. Business and private customers choose Contorion for the user friendliness, professional customer service and fast delivery times. The company was founded in spring 2014 by Dr. Frederick Roehder, Dr. Richard Schwenke and Tobias Tschötsch in cooperation with Company Builder and Venture Capital Fund "Project A".

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