



Press release

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Wera online content for our trading partners **Efficient support for retailers' online shops**

Fully automatic transfer of our brands and products to other online shops / Plug-in required only once / Detailed information / Lower costs for data maintenance / Easy integration into Java Script / Information for each individual product / Win-win situation for manufacturers and retailers / Best possible information for end customers / 25% more sales according to the platform host / Facilitation for international roll-out /

Wuppertal. The online presence of the screwdriving tool manufacturer Wera has received multiple awards. Now every online retailer can partly become a "Tool Rebel" as well. Wera is now working with loadbee, the IT platform for online product profiles, to ensure the best brand and product communication across all distributors. Retailers only have to integrate a plug-in once into their online shop and they receive full product information for all tools with the look and feel of Wera directly in their online shop.

Detailed product information in real time

"With the Tool Rebels, Wera shows how unusual screwdriving tools can be. Thanks to our online product platform, we can fully automatically distribute our products and brands to our dealers into their respective online product portals", explains Detlef Seyfarth, Marketing Manager at Wera. "In addition, the end user will find detailed and complete information about our products." The retailer has less data maintenance and always has the most up-to-date product information on their website."

To enable Wera to display its content directly in the product details pages of the retail partners' online shops, traders simply enter a multi-line piece of code into their Java Script using copy and paste. From then on, the complete product data flows into the online shop in real time. Wera has created all the information for each individual product centrally on our special IT platform, so that the traders can benefit from the Wera content in their own online shops.

Always up to date

The so-called "digital product profile" is the final layout of rich content such as videos, pictures, text etc., in Wera's corporate design. As soon as the manufacturer publishes a change for a product, for example a newly updated price, this product information will also be displayed in other online shops.

This is a true win-win situation for industry and commerce: The shop operator has less data maintenance and always has the most up-to-date product information for their customers, and Wera reaches their shared customers with its own look and feel. "With our product profiles on the platform, together with our trading partners, we best assist our joint customers with their online presence," emphasizes Detlef Seyfarth. "Integrating product information was not always easy for distributors. This system can now remedy this situation."

Up to 25 % more in the shopping cart

"We have shown conversion rates of up to 25 percent in online shops," says loadbee spokesman Marc Mombauer. "This means whereas we saw 10,000 products placed in the shopping cart without our platform, this increases to 12,500 with loadbee." The increased sales have several reasons: The end user gives more credence to the retailer's shop if they can see a trusted brand displayed. Additionally, a fully informed end customer rarely leaves a store to seek further product information on other sites. As a result, the purchase probability increases.

The IT platform has yet another important benefit for Wera: it makes the international rollout easier for the brand. "After the launch in the German-

speaking countries was so easy, we will also be using the platform in other markets such as Great Britain and France. Since there are no costs for the trader, I assume that it will be successful in those countries as well as here," says Marketing Manager Seyfarth. This rollout is planned for the first quarter of next year.

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Caption:

01 Wera product profile loadbee



For easy maintenance of image and text content in dealers' online presence, the screwdriving tool manufacturer Wera has provided its product information on a special online platform.

Image: Wera Werkzeuge GmbH

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