



PRESSEMITTEILUNG / PRESS RELEASE

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20/07/2016

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Marc Steffen, new Managing Director & Chairman of STAPPERT Deutschland GmbH, presents his strategy

“Providing tailor-made customer service”

Promoting internationalisation, strengthening the financial base and expanding the service offerings: Marc Steffen, the new Managing Director & Chairman of STAPPERT, has defined clear goals. He regards STAPPERT, one of the leading stockholding stainless steel traders in Europe, as well equipped for the future.

Marc Steffen has clear ideas on what is required moving forward: “STAPPERT can look back on a long tradition and considerable expertise in the stainless steel business. The company has continuously developed and at the same time adapted to changed market conditions. We want to continue this formula for success.” Specifically, this means that Mr Steffen wants to ensure STAPPERT remains profitable so that the company is also prepared for difficult times. Furthermore, he wants to encourage internationalisation. “In Germany the growth opportunities are limited. In other European countries and overseas we still see interesting potential.” In addition, customers are increasingly internationally orientated, meaning that STAPPERT has to be able to support customers at multiple locations worldwide.

To secure the company’s income, the new Managing Director & Chairman primarily wants to extend the range of goods. “We are known as a trader of special goods, and we want to build on this. The investment in our central location in Bönen must also be seen in this context, because that is where we wish to store special goods,” emphasises Mr Steffen. It is planned that new materials will be added to the portfolio. He also wants to increase the selection of dimensions.

Hand in hand with this, the service offering is to be enhanced. This includes the prefabrication and delivery of tailor-made products. In Bönen, STAPPERT has just introduced a state-of-the-art automatic sawing system for this purpose.

More international and more digital

Mr Steffen plans to expand the activities in existing markets to enhance internationalisation. Now that new storage units have been set up in the Czech Republic and Slovakia, investments are scheduled to follow in other foreign locations. Suitable acquisitions are also not excluded. The exports department, located in Ahrensburg, is in the meantime developing new markets for the company, currently for example in South America.

The growing importance of digitalisation in trade is also reflected in the new CEO's strategy. "We expect that the processes in sales will develop on an increasingly multimedia basis." A new website containing an article catalogue and a web shop will consequently be launched. At the same time the ordering processes for existing customers will be streamlined electronically. This is designed, for instance, to enable them to view online the stocks on hand for the products they require.

Consulting expertise

Mr Steffen is certain that personal customer contact will continue to play a decisive role in the future. "That is why we will utilise the resources which are freed up by digitisation for more intense communication with our customers." The market increasingly calls for tailor-made solutions. As a result, the profession of the stainless steel salesperson is becoming even more demanding. "To cater for this we are training our staff above all in the field of consulting. We do not require salespeople who offer standard products at list prices, but specialists who develop customised solutions together with the customers."

Facts and figures

STAPPERT Deutschland GmbH has many years' experience on the market. The company has stored and marketed special steels for around five decades. STAPPERT Deutschland GmbH has more than 400 employees at four warehouse locations and at 14 sales offices in Germany. The STAPPERT Group runs 13 companies in Europe.

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