

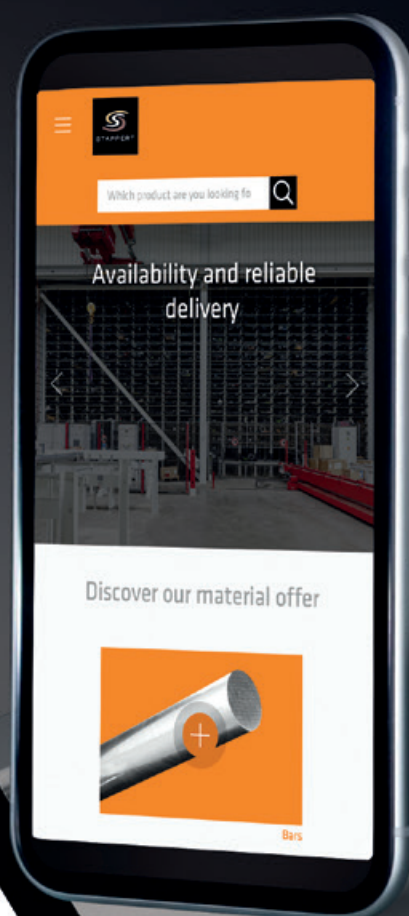


STAPPERT

INOX INTELLIGENCE.

# INOX INSIDER

THE MAGAZINE FOR  
CUSTOMERS AND PARTNERS



*We want to  
inspire our customers  
to work together  
with STAPPERT*



Dear Readers,

Thank you for taking the time to read the latest issue of our magazine INOX INSIDER. 2018 was a very eventful year for STAPPERT: our main focus was on expansion and the development of our range of services. In addition, we have continuously adapted our product portfolio to better meet the wishes and needs of our customers – especially with regard to materials, product forms and dimensions. One key focus was on tubes and pipes and fittings. Thanks to our great commitment, we have made great progress with a particularly large number of projects this year. Read more about this in our customer portrait on page 12.

Potential from our own ranks: our junior staff is fit for the future

Training at STAPPERT is multifaceted. In apprenticeships for wholesale and foreign trade merchants, office management assistants, warehouse logistics specialists and warehouse clerks, we are already training the experts of tomorrow. And we also attach particular importance to offering young people jobs after they have completed their training. Because during their apprenticeships, they have the opportunity to gain comprehensive insights into STAPPERT’s working methods and organisation. In addition, they acquire a good knowledge of the market and can identify with our objectives. And the latest results confirm our belief in what we are doing: our trainees are characterised by their high-quality qualifications and excellent results in the final examinations at the Chamber of Industry and Commerce. Read more about this in the report on page 9.

Taking big steps towards the future

We want to offer our customers the benefits of digitalisation. Digitalised processes enable us to respond even more closely to their needs; for example, by simplifying ordering processes and minimising the time expenditure for both sides.

As a first step, we have recently virtualised our product catalogue. This makes all dimensions, materials and products that STAPPERT sells from stock accessible online quickly and easily. A convenient enquiry function also allows you to contact our sales team at the click of a mouse button. The next step is to provide an online shop by mid-2019 at the latest, thereby simplifying numerous processes. The shop will feature a number of additional functions such as a traffic light indicating product availability, a sophisticated search option, shopping cart history and pricing. We have worked out the requirements for the functionality of the online shop in cooperation with our customers. We are convinced that this will enable us to tailor the webshop as precisely as possible to the needs of all our customers and thus inspire them to work with STAPPERT.

Enjoy reading this issue.

Best regards,

Marc Steffen



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# OPTIMALLY POSITIONED IN WATER AND CHEMICALS

Close to the customer, close to their needs: STAPPERT continues to expand its expertise. Our experts know exactly what is important in water and waste water technology and the chemicals industry.



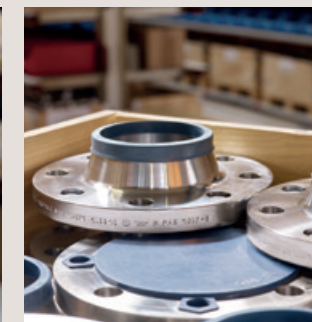
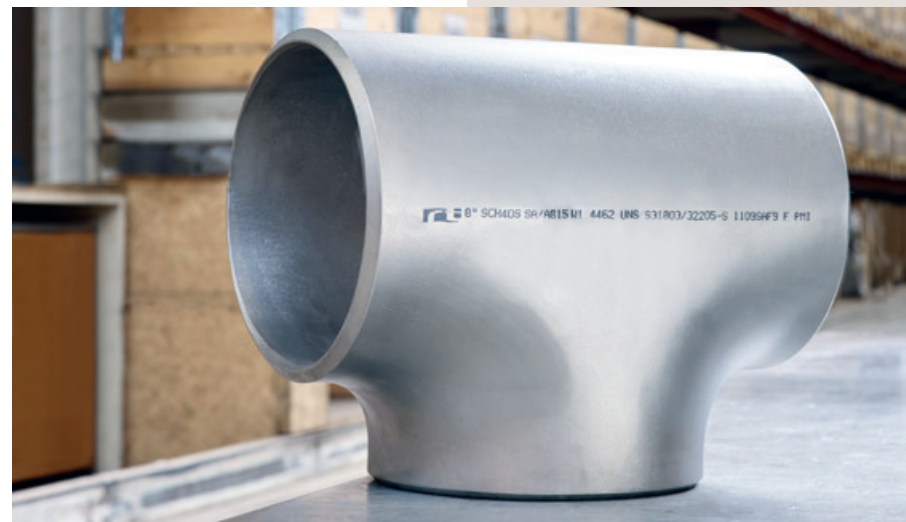
## EXPERT KNOWLEDGE OFF THE SHELF

At STAPPERT, we see service as customer-specific and believe in dealing with our customers proactively. We at STAPPERT not only want to really understand our customers, we also want to answer inquiries quickly and comprehensively. And we do this regardless of the industries in which our customers are active. Since the very start of the tube and pipe project, we have placed special emphasis on various industries, such as chemicals and water and waste water technology. This enables our sales experts to meet our contact partners as specialists and equals – and to keep an eye on the requirements of the industry with regard to products, services, standards and special circumstances, even when it comes to complex projects.

## Water

The brochure  
“Water and Waste  
Water Technology”

is aimed at companies or sectors that are responsible for projects in water and waste water treatment. Here you will find answers to all your questions about our stainless steel tubes and pipes and fittings.



INOX INTELLIGENCE: a wide variety of products combined with expertise to create custom solutions.

## A PERFECT FIT IN EVERY RESPECT

No matter whether it is the repair of a chemical production plant carrying out environmentally critical processes or the construction of a new sewage treatment plant for a municipal waterworks: our understanding of service encompasses more than just the supply of suitable tubes and pipes and fittings. Thanks to our extensive portfolio, we are able to deliver more than 20,000 products directly from stock. We combine these with various additional services and the knowledge of how to optimally utilise products and services. STAPPERT not only supplies products but also the solution approach required by the customer for the respective problem within the industry. Individual requirements, such as special components based on design drawings and exact processing, are just as much a



## Chemicals

Our new brochure “Chemicals” is aimed at companies active in plant construction for the chemical industry. Alongside an overview of our product and service portfolio, the brochure provides information on how we bring our service – our “INOX INTELLIGENCE” – to life.



part of our service concept as our logistics. It is designed to deliver orders within the shortest possible time. In particular, courier services and a 24-hour service ensure that downtimes are kept as short as possible in the event of repairs or machine breakdowns.

## TUBES AND PIPES AND FITTINGS

We react to the specific needs of our customers. STAPPERT supplies seamless, welded unannealed and annealed tubes and pipes as well as construction pipes in standard and special grades directly from stock. In addition, we make sure that the tubes and pipes are always available in the diameters you require. Our range of fittings includes a variety of flanges, threaded fittings and butt weld fittings. And if you need special grades, we also offer them according to your specifications.

## INOX INTELLIGENCE INCLUDED

A tailor-made service and a solution-oriented product range are what set STAPPERT apart. In addition to a range of more than 45 grades, this also includes the extensive experience of our sales team and customer-specific deliveries. It is an offering that is geared to provide you maximum benefit. We call it INOX INTELLIGENCE.



# IMPROVED AVAILABILITY, NEW FLEXIBILITY

**STAPPERT Fleischmann demonstrates its new strength, celebrating the opening of the extension of the external warehouse in Teesdorf. The 1,800 m<sup>2</sup> storage facility is now able to offer the entire STAPPERT product range.**

400 material compartments ensure that every order can be handled quickly and efficiently.



After four months of construction, the red ribbon was finally cut on 19 October 2018: STAPPERT Fleischmann has opened its new external warehouse in Teesdorf. The management, customers and employees came together to celebrate the opening of the new warehouse with a traditional meal of *Weisswurst*, pretzels and wheat beer. Of course, the celebration took place at the scene of the action: in the midst of several tons of stainless steel.

From May to September 2018, a gravel surface of around 1,800 m<sup>2</sup> was paved in Teesdorf. Subsequently, a shelving system was installed. The new facility has four rows of five

shelves, each 40 metres long and six metres high. The system has a total of almost 400 compartments for material. It is therefore the ideal extension to the existing warehouse, which already offers 4,200 m<sup>2</sup> of space for numerous STAPPERT products.

The Fleischmann external warehouse was opened for the first time in 2005. At that time, the size and layout of the warehouse meant that there were a number of challenges to overcome in order to supply customers with the goods they ordered in the best possible way. These challenges are now a thing of the past.

## OPTIMISED MATERIAL AVAILABILITY

With the new shelving system, the 56 STAPPERT Fleischmann employees are not only optimally equipped, but also highly motivated to supply customers with even more flexible and innovative products and to demonstrate the quality of the STAPPERT service. The extended external warehouse with its higher material availability and the possibility to optimise processes once again underlines the certainty that STAPPERT is an optimal and innovative partner for our customers.

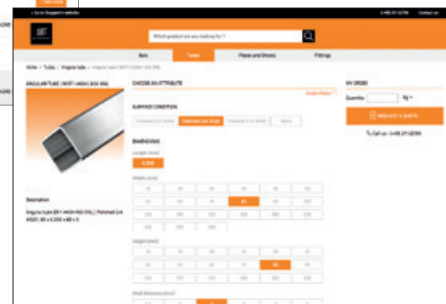
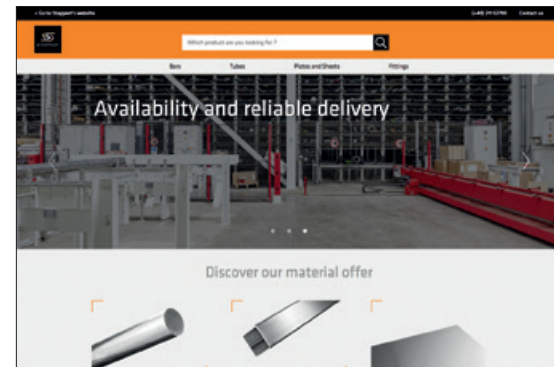
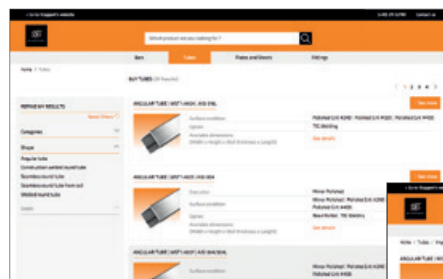
## STAPPERT Fleischmann GmbH:

- The external warehouse has existed since 2005.
- 56 employees in Teesdorf and Haid.
- Best possible service under the guidance of qualified specialists.
- Total size of the external warehouse: 1,800 m<sup>2</sup>.
- 4 rows of 5 shelves, each 40 metres long and 6 metres high.
- 400 compartments for materials.



# DIGITALISATION AND COMMUNICATION

STAPPERT is upgrading communications, with more than just its digital product catalogue: an innovative newsletter concept and new product flyers round off the offering.



The new STAPPERT product catalogue is characterised above all by its functionality: as a digital catalogue, it is available on all end devices and therefore always at hand. Its carefully thought-out structure is fully tailored to the needs of customers, who are able to find the product they are looking for even more quickly and order it directly.

## CLEARLY PERCEPTIBLE EFFICIENCY

STAPPERT has also been working on the advertising effectiveness of its new product flyers: laid out in a new, modern design, they act as a great source of information for technical details, such as the various application areas of the materials. Simple and clearly structured, they reliably provide important product information.



This effect is also reflected in the new, customer-friendly newsletter concept. Many areas are covered thematically: from the monthly dispatch of the current alloy surcharges to trade fair invitations and reports, as well as general topics such as Christmas greetings or announcements.

With new flyers, a digital product catalogue and the new newsletter, STAPPERT is making communication even more user-friendly and efficient.



# BEST PERFORMANCE IN TRAINING

Top of the class: in 2018 the Düsseldorf Chamber of Industry and Commerce (IHK) once again honoured STAPPERT trainees for their above-average performance in their final examinations.



Not just anyone gets to call themselves "IHK's Best". Only five percent of all candidates conquer this Olympic summit – an overall score of 'very good'."

This was how Andreas Schmitz, President of the Düsseldorf Chamber of Industry and Commerce, began his speech in the Tonhalle concert hall, paying tribute to the trainees who scored particularly well in the final examinations.

## A SPECIAL HONOUR

He is right: about 5,000 trainees passed their final exams in Düsseldorf in 2018, but only 283 of them graduated with the grade "very good".



The "very good" trainees, including Tobias Einemann and Franziska Reuland-Opitz from STAPPERT, attended the ceremony in the Düsseldorf Tonhalle.



## SHORT & SWEET

*The award for the best trainees at IHK Düsseldorf takes place once a year. Since 2010, trainees who pass their final examinations with the grade "very good" have been honoured in a festive setting in the Düsseldorf Tonhalle.*



Two of them are Tobias Einemann, a newly qualified wholesale and export merchant, and Franziska Reuland Opitz, an office management specialist from STAPPERT's Düsseldorf office. They were honoured at the IHK's Best Ceremony on 9 October 2018 in front of around 800 guests.

## OUTSTANDING PERFORMANCE

We would like to take this opportunity to congratulate the former trainees on their outstanding performance and express our sincere thanks to all the training officers involved!



# A STRONG TEAM: THE SALES OFFICE IN ULM

Located in the heart of Ulm and with access to all warehouse locations in Germany: the Ulm sales office between Lake Constance, Allgäu and Stuttgart looks after many satisfied customers.

The Ulm sales office has been part of the STAPPERT organisation for 18 years. Under the leadership of sales manager Isa Herrmann and her 7 employees, the office represents the STAPPERT brand in Baden-Württemberg. STAPPERT is a byword for well thought-out material selection, product variety, availability and innovative product solutions tailored precisely to customer requirements. The company is particularly in demand for solutions made of stainless steels, which are used in a wide variety of industries and for the most demanding applications. The Ulm team attaches great importance to the fact that each customer has a personal contact person. These personal ties have often been developed over the years. They are characterised by professional expertise and comprehensive service on the one hand, but also by constant personal contact and mutual appreciation on the other.

## THE SUCCESS STRATEGY: APPRECIATION AND TRUST

Isa Herrmann, now sales manager in Ulm, embraced the STAPPERT philosophy while working as a saleswoman in the Ulm sales office from 01/02/2001 to 31/03/2015. She has experience in dealing with customers who appreciate the professional approach and know-how of the STAPPERT team when it comes to products and services.



Competent, reliable and above all personal: Isa Herrmann's team offers customers the highest quality and advice.

Whether it's technical or material-specific questions or possible services: the sales team always has the answer. Thanks to a comprehensive range of products, materials, dimensions and services, the team is able to offer customers solutions that meet their needs from a single source.

Isa Herrmann: "There is no other company in the industry that offers a product portfolio of this breadth and depth directly from stock."



## CUSTOMER PROXIMITY THROUGH TEAMWORK

STAPPERT's INOX INTELLIGENCE offers customers tailored stainless steel solutions for specific applications. STAPPERT's experts advise their customers on the selection of products and materials. Customers can personally convince themselves of the team's expertise. "We think it's fantastic that many of our customers have been regular customers for our products for years. Contact to the customers is maintained directly by the sales staff – we

all know our customers and their requirements extremely well. We focus on maintaining these good relationships and helping them to thrive," stresses Isa Herrmann.

The Ulm team supplies customers between Augsburg, Allgäu, Lake Constance and Schwäbisch Gmünd with stainless steel. And that's the way it should stay in the future.

## Jennifer Kölle

Saleswoman at STAPPERT Ulm

### How did you come to work in the stainless steel business?

I started my career with an apprenticeship at STAPPERT. I always liked my work here – and so I stayed.

### How could STAPPERT continue to improve?

Thanks to its broad and deep product range, STAPPERT can respond optimally to practically all customer wishes. Certain special requirements sometimes present challenges. But even in these cases, we help our customers in the best possible way and make sure they're satisfied. I think that we are already on the right track here and can also offer a great deal in the area of processing.



### What role does your personal customer service play in this?

It is important to have a personal contact person who understands the wishes of a company and can therefore handle the order satisfactorily and flexibly. It also makes work much more pleasant and easier when you know each other personally. Sometimes personal contact is the decisive step that leads to an order. This trust, which is placed in us personally, is what defines our work.

## Timo Blochinger

Salesman at STAPPERT Ulm



### What inspired you to work in the stainless steel industry?

During my vocational training at a medium-sized steel trading company, I discovered my affinity for stainless steel as a product. In that respect, STAPPERT is a good fit for me. In addition, there are the available special materials and processing options, such as grinding and sawing, which make STAPPERT such an interesting option for me.

### You have only been working for STAPPERT for a short time. What is your initial impression of the company?

STAPPERT is a highly efficient company at all levels. Thanks to our broad and deep product portfolio, we can supply our customers with almost everything in the field of stainless steel from a single source, which means an outstanding level of service. The sustainable personnel development I have experienced at STAPPERT is also remarkable. Everyone here gets the chance to prove themselves and develop further.

### How could STAPPERT improve in the future?

By simply continuing to build on our strengths: maintaining our customer proximity and working together with customers to build up and expand their wishes and needs. This enables us to make sustainable use of synergy effects. STAPPERT also has a number of cross-selling potentials in the area of tubes and pipes and fittings, from which our customers could benefit. This must be exploited and built up effectively.



# GROWING TOGETHER

**One Neustadt-based company keeps its fingers on the pulse – and at the same time remains true to itself.**

It all started with an idea. Axel Stutz, Managing Director of Stutz GmbH, who was at that time still working in sales for a mechanical engineering company, received numerous inquiries on the subject of plant pipeline construction. But the demand remained unfulfilled. There was no regional offer that could cover the requests. This changed when Stutz GmbH was founded in 2006.



## PIONEERING SPIRIT MEETS INNOVATION

Axel Stutz laid the foundations for his new company with various projects in plastic pipeline construction, plant engineering and the factory prefabrication of plastic pipelines. This was followed by specialisation in water treatment. Over time, the demand for stainless steel water treatment plants in many industries has been immense. This is where Stutz GmbH successfully found its niche: today, it produces individual units, piping systems, tanks and equipment for water treatment, the food and beverage industry, refrigeration technology and state-of-the-art industrial and aquaculture facilities.



Since 2008, Stutz GmbH has been successfully manufacturing stainless steel systems and relies on STAPPERT products.



## QUALITY AND SERVICE FROM A SINGLE SOURCE

The dedicated team at Stutz GmbH not only impresses with its professional competence and craftsmanship, but also offers the entire spectrum of system solutions: from project planning to processing and final construction, customers are looked after personally and individually. And this competent and reliable service is winning over many customers: in addition to numerous projects across Germany, Stutz GmbH is now also active in many neighbouring countries.



**Stutz & STAPPERT: a strong partnership**  
For a good three years now, Stutz GmbH has relied on products from STAPPERT's tubes and pipes and fittings range to implement individual projects on time and to the highest quality standards. The well-positioned product range, its flexible availability and the competent, personal advice are just a few reasons for their partnership with STAPPERT.



# TRADE FAIRS 2018 SINGAPORE. HAMBURG.



## OSEA SINGAPORE

**STAPPERT again represented at OSEA 2018 in Singapore.**

The biennial oil and gas industry fair in Singapore is also an interesting opportunity for STAPPERT to establish new contacts and to broaden awareness of its extensive and deep product range. Once again, the export sales team travelled to Singapore to present STAPPERT as a service-oriented, high-class company.

## NORTEC HAMBURG

**Regional customer care on a grand stage: STAPPERT at NORTEC 2018 in Hamburg.**

At the beginning of 2018, both young and established companies from the metal and plastics processing industry gathered in Hamburg to present their innovative products and solutions. 30 years after its foundation, NORTEC is stronger than ever before: 479 exhibitors, around 12,000 visitors and increased demand were recorded. STAPPERT was also there once again: NORTEC has been a fixed date in the company calendar since the very first event – and a stand has already been booked for 2020. STAPPERT was represented by the team from the Ahrensburg sales office, who provided competent and expert demonstrations of what perfect customer service looks like.



# DÜSSELDORF.

## TUBE DÜSSELDORF

**Communication, customer care and innovation: STAPPERT presents itself as a future-oriented company at the Tube 2018 in Düsseldorf – for the first time with a group stand.**

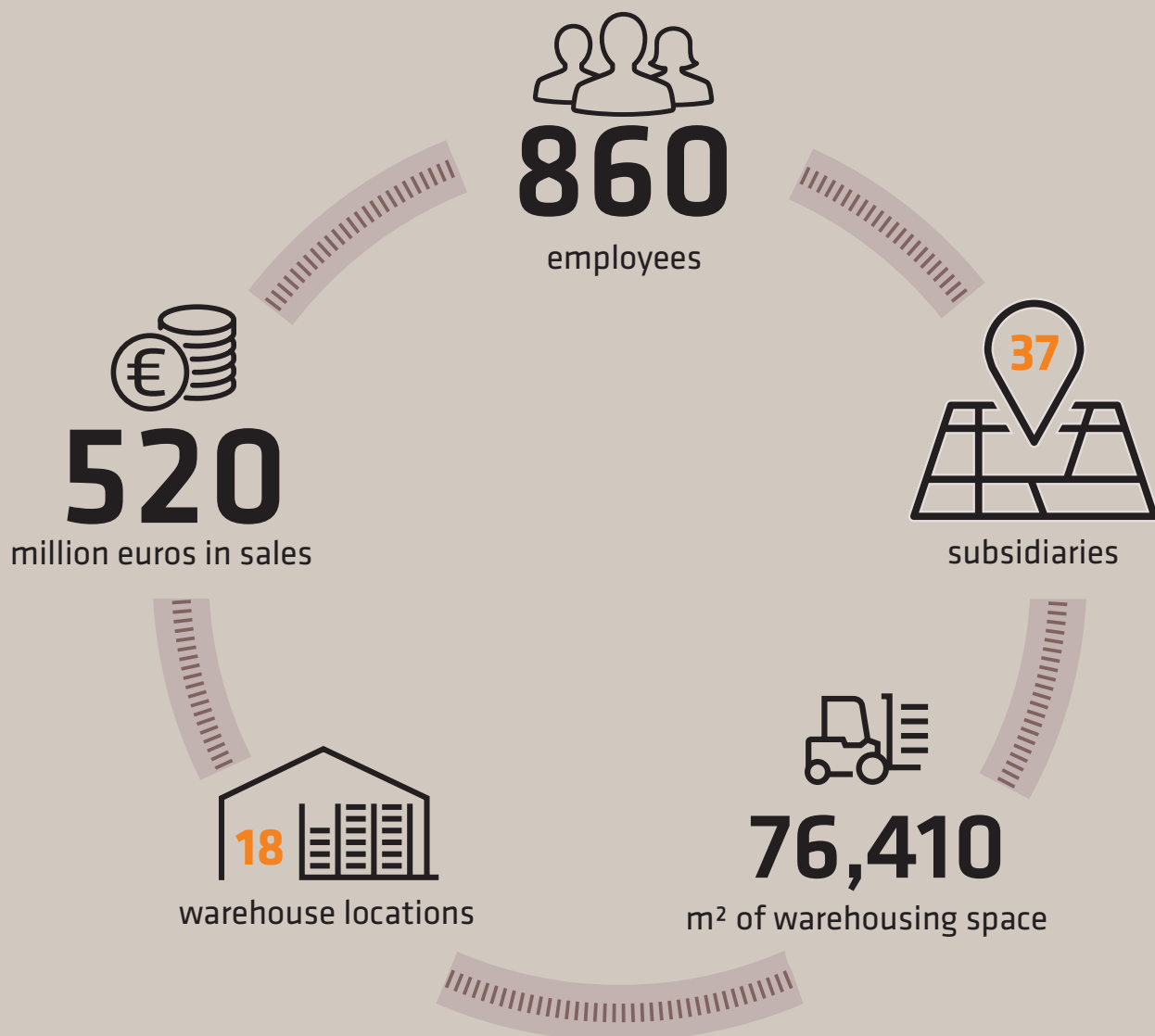


The 175 m<sup>2</sup> island stand clearly demonstrates one of STAPPERT's biggest priorities: open communication. The stand at Tube Düsseldorf 2018 provided large, open spaces for open discussions, but also offered protected areas for undisturbed exchanges. In addition to customer relations, the key topics included digitalisation and the new material 1.4547. As the company was represented by teams from both STAPPERT Deutschland GmbH and STAPPERT Noxon B.V., the booth was able to optimally cover all areas. Using their combined expertise, they presented STAPPERT as a confident and innovative enterprise.





## STAPPERT GROUP FACTS AND FIGURES



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