

## Press release

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### **Klößner & Co Deutschland brings edding into its digital marketplace**

- Offering comprises more than 200 edding products for writing and marking
- Expansion of range of edding products available projected
- Digital subsidiary kloeckner.i advises edding on expansion of its online business on an ongoing basis

**Ahrensburg/Berlin/Duisburg, October 28, 2019** – Klößner & Co Deutschland has expanded its [online shop's](#) offerings. The edding company, the leading international specialist in color application and visual communication, in cooperation with logistics partner H. Bottenberg GmbH, now makes more than 200 items from its range of products for writing and marking available on the platform. This represents a major addition to the product portfolio Klößner & Co offers through its German online marketplace. Plans also foresee extending the edding range to other countries' online shops.

“Our collaboration with edding bolsters our online marketplace with high-quality products from a world-leading manufacturer that is extraordinarily innovative,” says Sven Koepchen, CEO of Klößner & Co Deutschland GmbH.

Per Ledermann, CEO of edding AG, adds, “In joining Klößner & Co's established marketplace, we are focusing on strong online sales while benefiting from the uniquely solid experience of a digital pioneer in steel distribution.”

Klößner's online shop gives suppliers direct access to more than 20,000 registered customers in Germany. And it gives these customers a simple, convenient way to buy steel and other products online.

In addition to Klöckner & Co Deutschland's [online marketplace](#), edding is also drawing on the consulting services of kloeckner.i, the steel distributor's digital subsidiary. The e-commerce specialist is supporting edding in marketing its vast product portfolio online.

"kloeckner.i has grown into an industry-independent digital enabler. Customers like edding benefit from the years of experience we gained digitalizing Klöckner & Co," says Ricardo de Sousa, CEO of kloeckner.i GmbH.

**About Klöckner Deutschland:**

Klöckner & Co Deutschland GmbH manufactures intermediate products and components out of steel and metal for discerning customers. As one of the country's leading materials distributors, Klöckner & Co Deutschland GmbH offers a broad range, fast delivery and customized added-value services throughout Germany. Around 1,100 employees at 15 locations are committed to providing quality products and services. By systematically digitalizing its business, Klöckner & Co Deutschland GmbH is working even more closely with suppliers and customers and streamlining in-house processes.

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**About edding:**

Founded in 1960, the company generated group sales of €141 million in 2018 with an average of 638 employees. The edding group comprises two brands with unique competencies. Firstly, the edding brand develops and sells products that transfer color to virtually all surfaces, from permanent and special markers to toner, spray paint, compact printers and digital codes. And the Legamaster brand markets traditional and electronic products for visual communications.

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**About kloeckner.i:**

In order to bundle all the projects serving its Group-wide digitalization strategy, Klöckner & Co launched kloeckner.i, a dedicated Group Center of Competence for Digitalization, in Berlin in 2014. kloeckner.i's main tasks are the development, testing and Group-wide rollout of digital solutions as well as managing the Group's online marketing activities. Its staff currently comprising some 90 people work in product innovation and development, UX and design, online marketing, business analytics and customer care. At the beginning of 2019, kloeckner.i added digital consulting services for external companies to its portfolio. With the option of integration into Klöckner & Co's proprietary [B2B marketplace](#) and the independent industry platform XOM Materials, kloeckner.i also offers consulting customers an easy entry into e-commerce.

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