

Press Release

Six first places in a row for PFERD

For the sixth time in a row, the Central Hardware Trade Association (ZHH) has honoured PFERD as the best 'B2B trade partner' in the grinding and cutting category – PFERD managing director Jörg Hesse is thrilled with retailers' trust

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Image 1

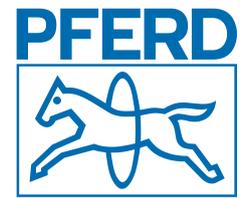
At the award ceremony at the PFERD headquarters in Marienheide: ZHH President Dr. Paul Kellerwessel and PFERD CEO Jörn Bielenberg, who accepted the award on behalf of Jörg Hesse

[preisverleihung-zhh-2020.jpg]

“It was one of those messages you have to read twice to make sure that you understood it correctly,” said Jörg Hesse, Sales and Marketing Director at PFERD, describing the moment when he received notification of the award from the ZHH. The message from the ZHH confirmed - and this was what Jörg Hesse couldn't quite believe at first - that specialist retailers had once again chosen the Marienheide-based manufacturer of surface working and cutting tools in first place as their “B2B Partner 2019” in the “grinding and cutting” category. “And they did it for the sixth time in a row,” the PFERD director proudly emphasized.

“We are particularly pleased to be named the best in our sector in the individual ratings in the areas of innovation, and data and digitalization quality. After all, we have invested a great deal of work and money in those areas. We want to be a technological leader to open up additional revenue potential for the trade. And as for digitalization, we do everything we can to get to grips with digital transformation in conjunction with our business partners.”

PFERD will continue to consistently follow this course, according to Hesse, “as long as retailers continue to confirm that our joint actions are successful and



right for the future. We would like to thank the German B2B trade for the trust they have placed in us.”

The ZHH’s tools working group (AKW) chose the best B2B partners for the 20th time in the categories of hand tools, precision tools, factory equipment, fastening technology, occupational safety, cutting and grinding, measurement tools, and chemical products.

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