



STAPPERT

INOX INTELLIGENCE.

INOX INSIDER

MAGAZINE FOR CUSTOMERS
AND PARTNERS.

“Our new structures take into account the successful developments at STAPPERT.”



Dear Readers,

→ 2017 was an eventful year for STAPPERT. We have developed positively, especially abroad, and continued our expansion programme. Our new organisational structures do justice to this growth: at the start of the year, I will be resigning my post as Managing Director of STAPPERT Deutschland. Instead, as a member of the board of Jacquet Metal Service SA, I will be taking on a new role as Group Chief Operating Officer (Group COO). I will still be on hand to provide my support to STAPPERT in Düsseldorf and retain responsibility for the STAPPERT brand and management of the STAPPERT group. Our new Managing Director will focus exclusively on the German market – a measure that reflects its enormous strategic importance.

Extending our competency spectrum by increasing our focus on tubes and pipes and fittings plays an important role in this context. To provide companies in the chemicals and water technology sectors the proven benefits of STAPPERT products, we have created sales structures that meet the specific requirements of these market segments. We already have the required product ranges in stock, and have brought in additional expertise through external recruitment. A broadening into other industries is also planned.

We are also pushing ahead with the digitisation of our company and thus are among the pioneers of a wider culture transition in the stainless steel industry. In the course of this year already, our customers will receive online access to the world of STAPPERT, thus optimising the speed and transparency of interactions. This development goes hand in hand with increases to our service levels. These include the optimisation of our cross-site logistics system as well as the upcoming investment in new automated sawing technology at our Bönen site. The latter allows us to meet the increasing demand for customised deliveries and still live up to the short delivery times and high availability that STAPPERT is known for.

Best regards,

Marc Steffen



THIS IS STAPPERT

Tubes, pipes and fittings	04
Treating customers as equals	
Portrait of the project team	05
STAPPERT Noxon	06
Full speed ahead into the future	
Sales office in Bönen	08
Customer proximity par excellence	
Training	09
From spontaneous interview to recall	
Introducing STAPPERT France S.A.S.	10
Sights set on the 50 percent mark	
News	12
Strong performance. Strong team.	

CUSTOMER FOCUS

Customer portrait: HERMETIC	14
Always one step ahead	

STAPPERT ON THE ROAD

Brno trade fair	16
Three in one	
Milan trade fair	17
Made in steel	
Maastricht trade fair	18
Talk is gold	

FACTS AND FIGURES

STAPPERT group	20
-----------------------	----

TREATING CUSTOMERS AS EQUALS

The first steps have been made, the first successes are already achieved: supported by our highly qualified team of experts, we are expanding our competencies and improving our good name as a top partner for tubes, pipes and fittings.



The plant in Niederaula is able to saw pipes of different diameters.

For the last one and a half years, we have been breaking new ground at STAPPERT and building strategic partnerships through the intensification of our tube, pipe and fittings business to bring added value for our customers. This has all been made possible thanks to the addition of a four-person team of specialists that ensures good availability and first-class service at our locations in Niederaula, Bönen, Düsseldorf and Weil der Stadt. The STAPPERT experts focus on two sectors that are particularly well-known for their high demand for stainless steel solutions: water technology and chemicals.

Thanks to our bar steel solutions, we already have a traditionally strong position among suppliers to the chemical industry. Nonetheless, it takes time, commitment and expertise – in particular with new clients – to be perceived as a competent partner for pipes and fittings and to create a sustainable basis of trust. Our sales team fulfills the necessary requirements, as it already knows the markets with their technically challenging demands, is able to speak to potential customers on an equal footing and is able to develop suitable solutions for a wide variety of needs. Even though it can be difficult sometimes. After a promising start, the expert team, which currently consists of the long-time STAPPERT employee Dirk Brandt and three newcomers Christoph Kaczmarczyk, Michael Neumann and Frank Schürmann, is now planning to expand.

MICHAEL NEUMANN

Bönen sales office



What do you see as the major appeal of your task?

Its enormous potential. At the moment, there are still some blank spots on the STAPPERT map: there is still some pioneering work ahead of us. Personally, what appeals to me are the many interesting customers, with whom we still have no

relationship. If we can manage to win them as customers, we can significantly increase STAPPERT's market share.

What added value does STAPPERT offer in the pipes and fittings segment?

With our diversified range, we can match any competitor – that is one of our major strengths. As a full-range supplier, we can offer all our solutions from a single source. That's a huge benefit for our customers. In addition, we stand apart due to our qualified technical advice, extensive service and logistical performance.

How can we demonstrate competence during customer consultations?

References play an extremely important role here. The numerous facilities that we have equipped our solutions with provide a good starting point and create confidence.

CHRISTOPH KACZMARCZYK

Niederaula sales office



Tell us about your working week.

In the same way that STAPPERT reacts flexibly to customers and markets, my planning is also highly flexible. I seek out potential customers, build contacts, try to initiate dialogue. In the first on-site visit, I focus on the individual needs of the customer and try to demonstrate the strengths of the STAPPERT brand. Looking after existing customers is also important. Often, it is only during face-to-face conversations that we discover that there are issues for which we have a suitable solution.

How has the experience gained by the project team been implemented?

We are constantly learning: from our successes and also from knowledge exchange within the team. We discuss customer suggestions and requests within the team and, where necessary, pass them on to the management.

You have been selling our tubes, pipes and fittings for a little over a year now. What is your initial conclusion?

The response has been quite varied – from companies whose reactions have been rather cautious up to contacts who have been very open-minded regarding our services. This makes our initial successes all the more gratifying. For example, I was able to win a large order for seamless stainless steel tubes from a big-name customer.

How can STAPPERT continue to improve?

Our in-stock range of seamless and welded pipes is well positioned. In terms of the dimensions and materials as well as the range of fittings, we still have potential to develop further.

FRANK SCHÜRMAN

Düsseldorf sales office



FULL SPEED AHEAD INTO THE FUTURE



With its state-of-the-art warehouse facility and the STAPPERT group brand image, STAPPERT Noxon is continuing a success story that has already lasted almost three decades.

Two stainless steel specialists – one brand. Since the beginning of the year 2017, the two STAPPERT companies Noxon Stainless B.V. and STAPPERT Nederland B.V. have merged under the name STAPPERT Noxon B.V. to focus their economic efforts in the Dutch market. Their new look is compliant with the STAPPERT group corporate design and reflects the high level of performance that characterises both companies. The Managing Director of the former company STAPPERT Nederland B.V., Koos Sassen, has already accumulated 39 years of experience working for the STAPPERT group. The 9-person sales team in Zwijndrecht is focused mainly on the sale of stainless steel bars. The Managing Director of the former Noxon Stainless B.V., Mark Dankers, can also boast many years of experience in the steel trade.

The Noxon Stainless B.V. success story started in 1990, and since then has been marked by continuous growth and the establishment of a first-class reputation as a stainless steel specialist – particularly in the product area of tubes, pipes and fittings. After the merger, STAPPERT Noxon now supplies about 3,000 customers of all sizes and from a wide range of industries – of which at least 40 percent are abroad – with stainless steel bars, tubes, pipes and fittings. Five sales representatives maintain intensive contact with customers; something that is highly important to STAPPERT Noxon. The wide range of products, fast access to 20,000 in-stock items made available by STAPPERT in neighbouring Germany and the extensive know-how of the staff of now 95 persons give STAPPERT Noxon a special position in the Dutch market.

To make sure that STAPPERT Noxon continues to be able to meet the increasing demand, the company opened a new, state-of-the-art warehouse on a 17,000 square meter site in Helmond earlier in 2017. In addition to tubes, pipes and fittings, the company also provides its customers with a significantly extended steel bar range that – thanks to the many products, grades and dimensions available, as well as the improved range of services – ensures greater flexibility, comprehensive fulfilment of demand and made-to-measure custom solutions. The good logistical connections ensure short transport routes and fast delivery times. The next step will be the integration of Sales and Administration in spring – thus creating ideal conditions for maintaining the company's strong position in the decades to come.



A brand new, state-of-the-art warehouse and the combined strengths of a strong brand: STAPPERT Noxon is on its way to a successful future.



SHORT & SWEET

STAPPERT Noxon is a Dutch stainless steel specialist for steel bars, tubes and pipes, profiles and fittings and supplies a wide variety of industries from machine engineering, chemicals and the petrochemical industry to the food industry. The 17,000 m² warehouse in Helmond can boast an extensive assortment of products, short delivery times and an optimised service offering.

CUSTOMER PROXIMITY PAR EXCELLENCE

With access to one of the largest and most modern warehouses in the stainless steel market, the 18 employees of the sales office in Bönen satisfy the STAPPERT customers in a sales area of over 17,500 km².



Today's sales office Bönen was originally opened in 1970 in Schwerte Westhofen and has thus been one of the four STAPPERT warehouse sites in Germany from the outset. Nowadays, the manager Christian Hartema and his team of 18 employees at the location are committed to fulfilling the needs of their customers. These customers come from all kinds of sectors, but principally machinery and plant construction, the machining industry, pump and armature manufacturing, the chemicals industry, waste water technology and also pipeline construction. Thanks to a finely honed logistics concept and a direct connection to the state-of-the-art warehouse in Bönen,



This high degree of customer proximity and short delivery times are the key goals of the STAPPERT team in Bönen.

they react quickly to customer needs with short delivery times and high frequencies. Services such as sawing, deep-hole drilling and surface finishing complete the 20,000-item delivery programme. The high-performance STAPPERT testing programme of destructive and non-destructive testing methods/TÜV certification is an important building block of our service offering, allowing us to meet the requirements and demands of our customers.

"The development of customer-specific and needs-based solutions and the building up of long-term customer relations" is the maxim of the 18-person sales team. An experienced, technically competent team makes it possible to develop tailored solutions hand in hand with the customer and thus make a significant contribution to their value creation. This intense customer proximity, combined with the readiness to incorporate new solutions into the portfolio, thus corresponding even better to customer needs, is something that Christian Hartema sees as the trademark of 'his' location as well as STAPPERT as a whole. And this outstanding customer service is something that needs to be maintained in the future too. This is guaranteed by means of a comprehensive employee training programme that enables every sales employee to provide their customers with the best possible advice.

→ **20,000**
products in stock

FROM SPONTANEOUS INTERVIEW TO RECALL

"Secure your future – with an apprenticeship": at 'Apprentice Speed Dating' in 2017 organised by the Düsseldorf Chamber of Industry and Commerce, the STAPPERT stand was a popular destination for many.

Hundreds of schoolchildren and school-leavers made the most of a special chance on offer at the CCD Stadthalle in Düsseldorf. They had the opportunity to get a 'first taste' of around 150 companies and information about more 60 skilled trades at the five-hour event. They also had the chance to take part in spontaneous interviews with a chance of qualifying for a later in-depth job interview. More than 1,000 apprenticeships were on offer, among them Germany-wide training opportunities at STAPPERT.

Despite being located next to big-name companies such as Aldi und Xerox, the STAPPERT team were delighted at the amount of the attendees who thronged to the stand. In just a short time, a long queue formed so that our apprentices, Thelaksha Mariathas and Patrick Aranda Palomino, had a lot to do. They answered the initial questions of the partly very

excited young people and helped them to overcome their nerves.

Our instructors Jennifer Hüsgen and Michael Beckmann also had their hands full. The young people had about ten minutes to present themselves in conversation, to show their application documents, and to make a first impression with their prospective employer. Those who performed well were invited back to the recall – with some gratifying results: more than 20 motivated young people introduced themselves; more than half of them were invited to our headquarters in Düsseldorf for a job interview and testing. We're already looking forward to the 2018 event!

Our trainees Thelaksha Mariathas and Patrick Aranda Palomino took especially good care of the excited visitors.



→ **SHORT & SWEET**
Training at STAPPERT: STAPPERT places great value on providing a qualified, practice-oriented start to working life. We currently offer the following apprenticeships: wholesaler and export clerk, specialist for warehouse logistics, specialist warehouse clerk, as well as office management clerk.



Almost 40 employees at the three STAPPERT France locations are fully committed to developing needs-based solutions and ensuring short delivery times. Their customers really appreciate it.



SIGHTS SET ON THE 50 PERCENT MARK



Since STAPPERT France started up in 2012, the company has been a huge success story. More than 1,000 customers from a wide range of industries bear testament to this. And Luc Thonnat's team also has big plans for the future.

STAPPERT France has firmly established itself on the market as a tube and pipe specialist. Founded initially as TRD Inox, the company has now registered eight years of continuous growth; the annual turnover in 2016 was an impressive 19 million euros. That corresponds to around 5,700 tonnes of stainless steel. From machinery and pharmaceuticals companies to the construction industry and special plant and boiler construction, STAPPERT France supplies its customers with tailored solutions. And in the process, the retailer mark-up has been significantly reduced for customers.

BEST SERVICE PHILOSOPHY

The company has been a part of the STAPPERT group since 2012. Thanks to its good geographical accessibility, currently almost 40 employees are able to provide tightly meshed support for its customers in France: in addition to the main location of Soissons in the north, STAPPERT France is also represented by offices in Orvault and St. Priest. The central warehouse in Soissons is approximately 3,000 square metres in size and was made the logistical hub for France in 2016. Located close to the border, the site has good transport connections to Germany. Supported by collaborations with high-performance logistics partners, this allows compliance with the traditional short delivery times that STAPPERT is known for in France too. Finishing is also located in Soissons, thus offering the company's customers a full range of services from a single source, from surface



On course for growth: the extensive product portfolio at the central warehouse in Soissons is ideally set up to meet the requirements of a broad range of customers and industries.

finishing to sawing and made-to-measure solutions to spectroscopic material identification.

AMBITIONS FOR THE FUTURE

The company's future plans are ambitious. On its way to becoming one of the country's leading steel traders, STAPPERT France is currently significantly expanding its steel bar business. Among other things, this involves adding new personnel to the team. Sales teams first ventured into the east and north of France towards the end of 2017; and for 2018, new locations are planned in the heart of France as well as the southern province of Alpes Côtes d'Azur. The product range is also being constantly expanded, in the area of long products as well as tubes, pipes and fittings. The employees of STAPPERT France, however, also see great potential for continued development: especially in the targeted building of business relationships with end consumers. Currently, these make up around 45 percent of the customer base. The aim is to significantly increase this share. Managing Director Luc Thonnat's team is hoping to hit the 50% mark in the near future.

LUC THONNAT

Managing Director
STAPPERT France S.A.S.



STAPPERT France was set up in 2012; so it is still a fairly young company. How would you describe the current market position?

Thanks to our large variety of grades and the extensive services we provide, we already

have a reputation as a reliable partner in France. This applies in particular to the tube and pipe business. We have been able to build up our market position year after year since the company was founded in 2012. It's our goal to become one of the leading companies on the French market – also for steel bars.

What measures have you been taking to raise your profile as a supplier of steel bars?

About a year ago, we revised our business strategy to align it more closely to the overall strategy of the STAPPERT group. In this way, we benefit from the power and performance of a long-standing market leader. Our one-site strategy has worked out positively in logistics among other things. We closed the warehouse in Lyon and set up a central warehouse in Soissons instead. This has allowed us to ensure short delivery times for all industrial regions in France.

Are you also working on broadening your product range?

Of course. The current STAPPERT range comprises around 20,000 in-stock items. We have made good use of the benefits this provides on the French market and we are expanding our portfolio as needed – such as by adding new types of fittings for mechanical engineering.

What role does your personal customer service play in this?

From sales and management to logistics, our team is fully willing and able to adapt to the needs of our customers and to new market demands.

STRONG PERFORMANCE. STRONG TEAM.

A new look for the STAPPERT brand: our new communications materials ideally illustrate what we stand for.

We have had a good name as a stainless steel specialist for more than 40 years. We offer our customers far more than just a broad portfolio of stainless steel products: with STAPPERT you can rely on an extensive range of services that enables intelligent solutions. And it's all made possible by the enthusiasm and competence of our employees who invest their energy in satisfying our customers.



The whole world of STAPPERT at a glance: in our current brochure, STAPPERT customers learn what INOX INTELLIGENCE really means.

Fresh, contemporary and up to date in every respect – the new STAPPERT website impresses with its modern design and new content and is also optimised for mobile devices.

MAKING OUR QUALITIES TANGIBLE

Our new company image underlines our best qualities and makes it clear to our customers and employees alike what makes STAPPERT such a strong brand. Modern, informative and evocative. The first step has already been completed. In 2018, we will be continuing the process with a series of new measures.



Team spirit to go: the compact flyer accompanying the poster series sums up STAPPERT's most important achievements.

Thomas Cramer

CEO STAPPERT Deutschland GmbH
since January 1st, 2018



What do you find most interesting about this business?

Basically, it is a small industry in which everyone knows everyone. This makes it very friendly and likeable. It is often the case that your business partner is also, at the same time, your customer, supplier or even competitor.

In your opinion: What are the biggest challenges for the INOX industry?

For years now, we've been talking about necessary consolidation throughout the entire industry and the dependence on highly volatile commodity prices. I think these topics will remain very much in focus in the future.

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

Actually, by chance. I had initially intended to do a commercial apprenticeship; however, I wasn't really decided on which industry. In 1988, I started an apprenticeship at a European manufacturer of stainless steel flat products.

Per Gullstrand

CEO STAPPERT Sverige since
August 1st, 2017



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

I started working for the Swedish group Sandvik as a young engineer in 1995. I did not know what I was getting into, but I was immediately fascinated by the steel industry and the technology associated with steel and stainless steel.

What do you find most interesting about this business?

At first sight, the business seems very simple: purchasing large quantities from mills and selling smaller amounts to industrial customers. But maintaining a healthy stock with limited risk is a real challenge. In other words, balancing customer service and efficiency is fascinating and sometimes very challenging.

What kind of "boss type" are you?

I try to combine a number of things: on the one hand, dealing with facts, figures, targets and follow-up in a clear and strict way, and on the other hand, with a more open leadership style where team-building and personal development are the focus.

Ronny Baekelant

CEO STAPPERT Intramet SA
since August 1st, 2017



What fascinates you the most about the stainless steel industry?

One has the chance to work with people of very different backgrounds, people who are „wired“ quite differently.

In your opinion: What are the biggest challenges for the INOX industry?

E-commerce, digitization in the warehousing solution, new product cannibalization, such as powders.

Speaking of contact with your customers: Do you prefer e-mail or phone?

I prefer the phone, but I understand that sending emails and messages has become the new standard in all parts of our lives.



Robert Mathe

CEO STAPPERT Fleischmann GmbH since January 1st, 2018

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

I had already had a lot of contact with the stainless steel industry over the years. Coming originally from the carbon steel sector, I was constantly coming into contact with stainless steel in dialogues with our customers. And finally, I ended up in the stainless steel industry.

What do you find most interesting about this business?

There is a wide range of application

areas which cover many different sectors.

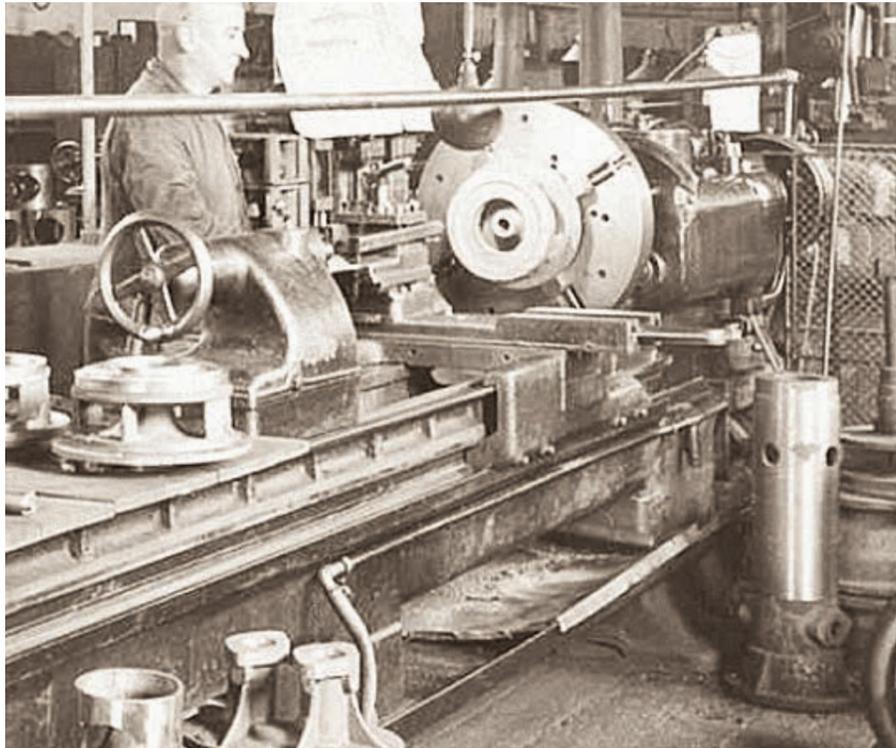
In your opinion: What are the biggest challenges for the INOX industry?

On-time delivery of material to customers. In an age in which customer requirements are becoming ever more short-term and volatile, we need to find a way to meet this demand. Flexibility and a rapid response capacity will determine the future and define how we move ahead.

150 years of HERMETIC

ALWAYS ONE
STEP AHEAD

The Freiburg-based company sets the technical standard with its innovative pumping solutions.



Lederle, a pioneer: developed various internal combustion engines at the same time as Daimler and Benz.

It all started with a hand-powered wine pump. Since then, HERMETIC-Pumpen GmbH, founded in 1866 by Wilhelm Lederle in Endingen under the name 'Mechanische Werkstätte', has been setting the standards that others follow. Today – 150 years later – the company is one of the world's leading manufacturers of sealless pumps for delivering valuable, critical and hazardous liquids – always at the cutting edge of technology.

Lederle laid the foundations for the company's ongoing success with his ability to respond to gaps in the market by coming up with innovative solutions. His very first invention, a hand pump for wine maintenance and also the draining and decanting of wine, brought the 22-year-old his first breakthrough. A few years later, he expanded his company on the outskirts of Freiburg and created a variety of powerful pumps for the steel industry and chemistry, two extremely high growth industries at this time. At the same, Lederle worked on a milestone in technology history that is associated with well-known companies such as Daimler and Benz: the internal combustion engine. He took advantage of the possibilities of this invention for the construction of petrol, diesel and producer gas engines. An impressive collection of 17 medals and trophies from this period testify to his ingenuity.

»We have a good reputation as a source of ideas; that's not going to change.«

NEW MANAGEMENT – SAME PIONEERING
SPIRIT

In 1906, his son Moritz took over the helm at LEDERLE. He focused on the production of high-quality pumps and built up the centrifugal, piston and rotary piston pump business. He also built the first municipal water supply systems. His wife Hedwig continued this successful development after his death in 1934. She was supported by Hermann Krämer, who – as managing director and co-owner from 1945 onwards – guided the destiny of the company. Thanks to him, a number of new technical ideas were realised, which is reflected in numerous patents. LEDERLE rendered outstanding service in 1944 by quickly resuming pump production after a bomb attack on Freiburg and thus making an important contribution to restoring the city's water supply.

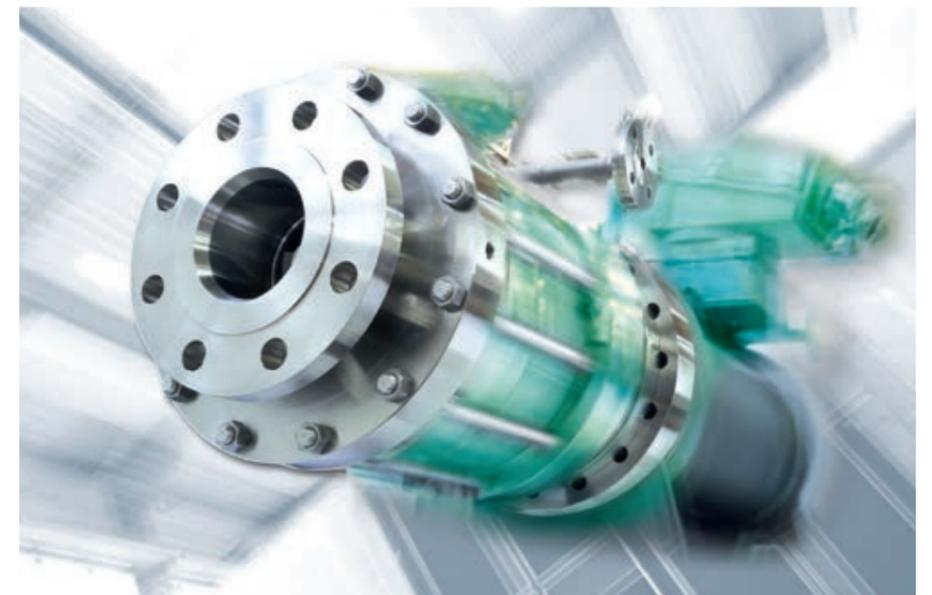
Krämer's most significant invention dates back to 1954. With impressive entrepreneurial vision, the engineer had recognised industry's great need for leak-free pumps and developed a pioneering solution based on the hermetic principle. His shaft-seal-free canned motor pump set the stage for the economic and ecological operation of pumps for years to come. A move to Gundelfingen, along with the enlargement of the premises soon followed; and further technical milestones. These included the development of a sealless pump with a magnetic drive in 1979.

In the recent past, the company, which has been operating under the name of HERMETIC-Pumpen GmbH since 2007, has attracted attention as Europe's leading manufacturer of sealless pumps. The core business is now concentrated on the extraction of raw materials and intermediates for the chemical industry and industrial

refrigeration, which the company serves particularly well with its customised solutions. To do so, HERMETIC employs more than 700 people in 20 sales offices, 11 service centres and 75 agencies worldwide. And its good reputation as a source of ideas is not likely to change any time soon – with pioneering innovations based on a 150-year tradition.



HERMETIC meets the increasing demand of customers around the world with tailor-made customer solutions and innovative pumps.



AN IMPRESSIVE TRIO



THREE IN ONE

Product variety meets service expertise: at the Czech steel industry trade fair STAINLESS in May 2017, STAPPERT presented INOX INTELLIGENCE.

Nearly 150 exhibitors from 27 countries and over 2,000 visitors, mainly from the Czech Republic and Eastern Europe: every two years, STAINLESS invites industry specialists to Brno in the Czech Republic to exchange information and ideas. STAPPERT has been a regular attendee at this established trade fair for many years.

The attendance of the three companies STAPPERT Deutschland, STAPPERT Ceska Republika and STAPPERT Noxon at a joint stand highlights for the first time the international character and cohesion of the STAPPERT group. The diversity of our stock range was illustrated to the booth visitors by numerous exhibits in our exhibition displays. More than 20,000 products in a variety of sizes and shapes, as well as in over 40 different materials, are available to customers from stock. Also in focus was STAPPERT's service expertise which, combined with our extensive product range, forms the basis of INOX INTELLIGENCE. This new approach was well received by customers and fair visitors alike. Correspondingly large crowds thronged to the open meeting area of our booth, which served as an impromptu conference room for more detailed discussions.



MADE IN STEEL

With a number of new contacts and one very pleasing order, STAPPERT's first appearance at the Milan trade fair "Made in Steel" turned out to be a big success.

The largest southern European trade fair for the steel industry opened its doors for the seventh time in May 2017. For the first time, STAPPERT was among the 300 exhibitors looking to promote dialogue with existing customers and future prospects among the 15,000 visitors. In addition to the fair's focus on black steel, a wide range of stainless steel could be seen at the Fiera Milano exhibition centre in Rho.

The STAPPERT Deutschland booth was in an ideal location. For this reason a successful fair presentation was assured and the STAPPERT team was very satisfied with the results of the three days of the fair. More than half of the visitors to the booth turned out to be potential new customers and were contacted after the fair to arrange joint activities. And there was one more surprise success to report. One fellow exhibitor who has been visited by us at the "Made in Steel" placed a surprise order while still at the fair. There were also some firm negotiations with other customers. Meanwhile, the first orders stemming from the trade fair



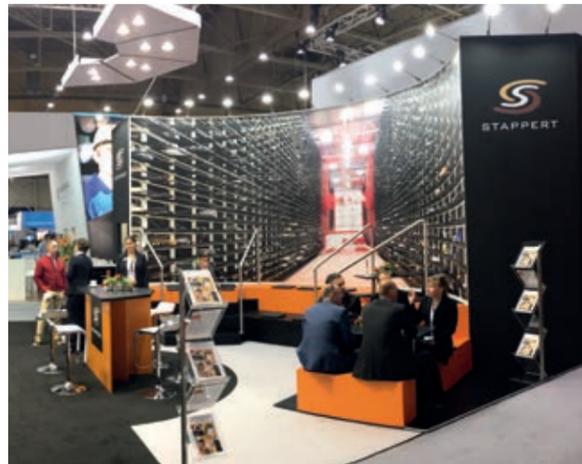
have already been taken. By the end of 2017, our company managed to conclude contracts with a large number of new customers that were acquired through our participation in the trade fair. This means the results were even better than those registered in 2016.

TALK IS GOLD

STAPPERT Deutschland and STAPPERT Noxon appeared in a joint booth at the Stainless Steel Conference & Exhibition in Maastricht at the end of November 2017. The focus was on communication and service.



»Our trade fair appearance was all about communication.«



pipes and fittings, the two companies put on a joint booth at the fair in Maastricht.

The clear focus of the STAPPERT trade fair appearance were the themes of communication and service. "We deliberately did without exhibits in Maastricht. Instead, we concentrated on talking to our customers and other fair visitors. Our booth design was all about communication, because we place a great deal of value on productive partnerships with our customers. It helps us to support them in their daily business," explains Group Chief Operating Officer Marc Steffen. The STAPPERT team also made the most of the opportunity to engage in intensive internal dialogue.

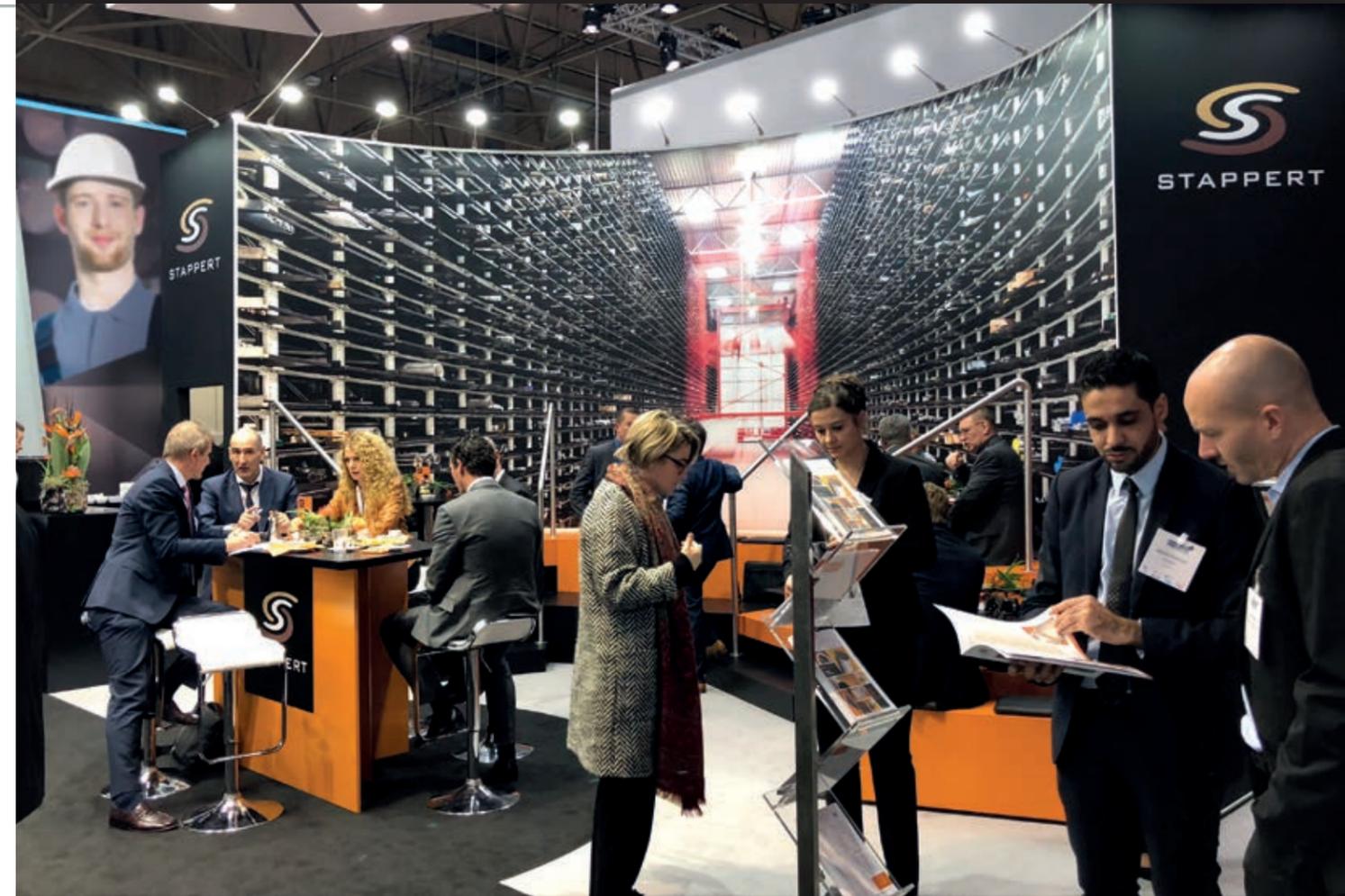
The themes included, amongst others, the extension of the warehouse programme to include new dimensions in annealed dairy tubes, as well as the new grade 1.4547 in round bars.



Dialogue and exchange were the focus for STAPPERT at Stainless Steel. It went down well with customers and prospective customers alike: there were lively crowds at the booth.

Every two years, experts and dealers from all over the world get together in Maastricht to find out about new products and solutions, engage in expert dialogue and make new contacts. With more than 280 exhibitors and over 6,000 visitors the world's leading trade fair for stainless steel, being held for the tenth time in 2017, again underlined its importance for the sector.

STAPPERT Deutschland and STAPPERT Noxon were again represented at Stainless Steel. With their standardised corporate appearance and the strong position of a leading in-stock stainless steel supplier for long products and tubes,



FACTS AND FIGURES ON THE STAPPERT group

450

million euros in sales



subsidiaries

20

warehouse locations



870

employees

STAPPERT Deutschland GmbH

Willstätterstraße 13

40549 Düsseldorf

GERMANY

T +49 211 5279-0

F +49 211 5279-177

deutschland@stappert.biz

www.deutschland.stappert.biz



STAPPERT