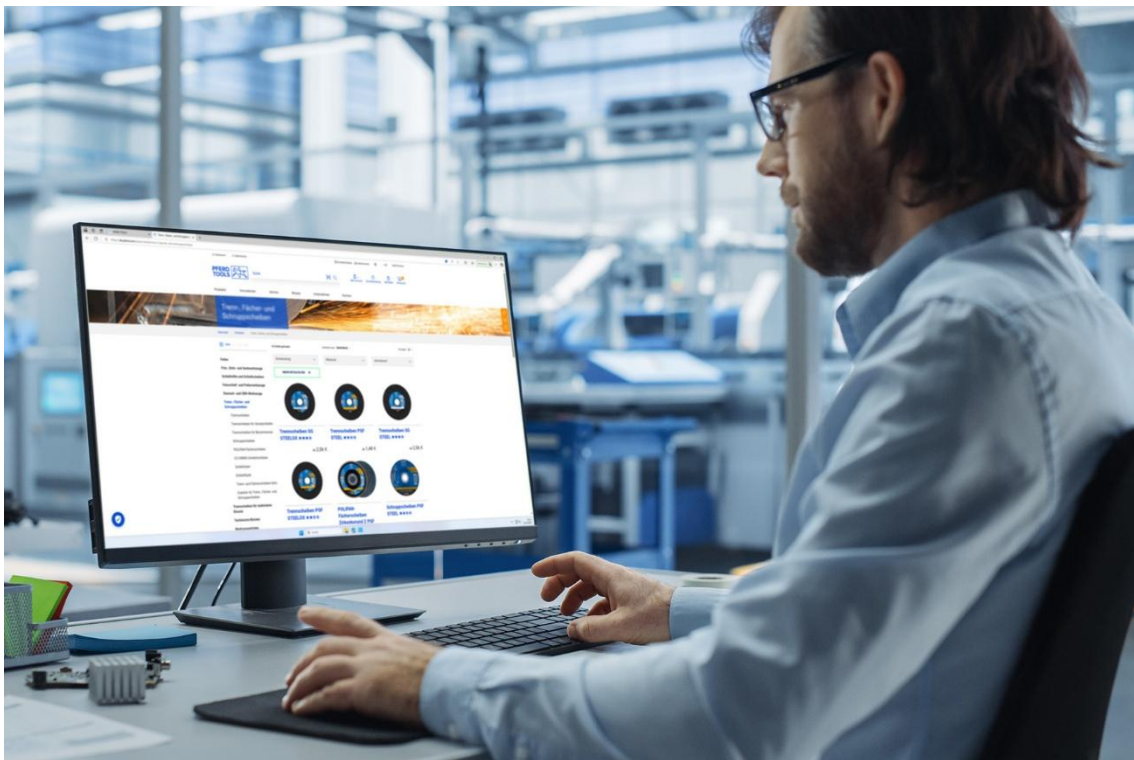


Marienheide, 10 June 2025

## **Transformation in the tool market: why digital platforms are essential for growth and staying competitive**



### **The new PFERD TOOLS SHOP – a response to radical changes in technology, rising customer expectations and growing pressure from competition**

In 2025, the tool industry appears to be working closer together than it ever has before. The significant changes that are underway are all pointing to 2025 being a year that will be marked by strategic transformations in trade and industry. In the face of economic and geopolitical uncertainty, disruptions in technology and customer behaviour that is changing

more dynamically than ever, new responses are needed – and digital platforms and e-commerce solutions appear to be at the heart of what is developing.

### **A changing market – with technology holding the key to success**

In spite of, or precisely because of, the various challenges that the market is facing, customers' expectations of digital services are growing: seamless digital experiences, fast and transparent information, and efficient processes are no longer the stuff of dreams, but now a non-negotiable standard for anyone who wants to establish a first-rate digital presence. Combining digital expertise with strong operational practices is essential for staying competitive. That is why making investments in robust, flexible e-commerce platforms is a key element of sustainable growth.

### **Digital expectations from the new generation of decision-makers**

As the profile of industry managers shifts towards data proficiency and a focus on technology, the landscape is also changing in general. B2B buyers expect platforms that understand their needs – not just the technology involved in meeting them, but also the processes that buyers use. Nowadays, high-quality data, relevant product information, 24/7 access to personalized information and conditions, and tools for simplifying and automating processes require more than a conventional online shop can deliver. They require strategic customer platforms.

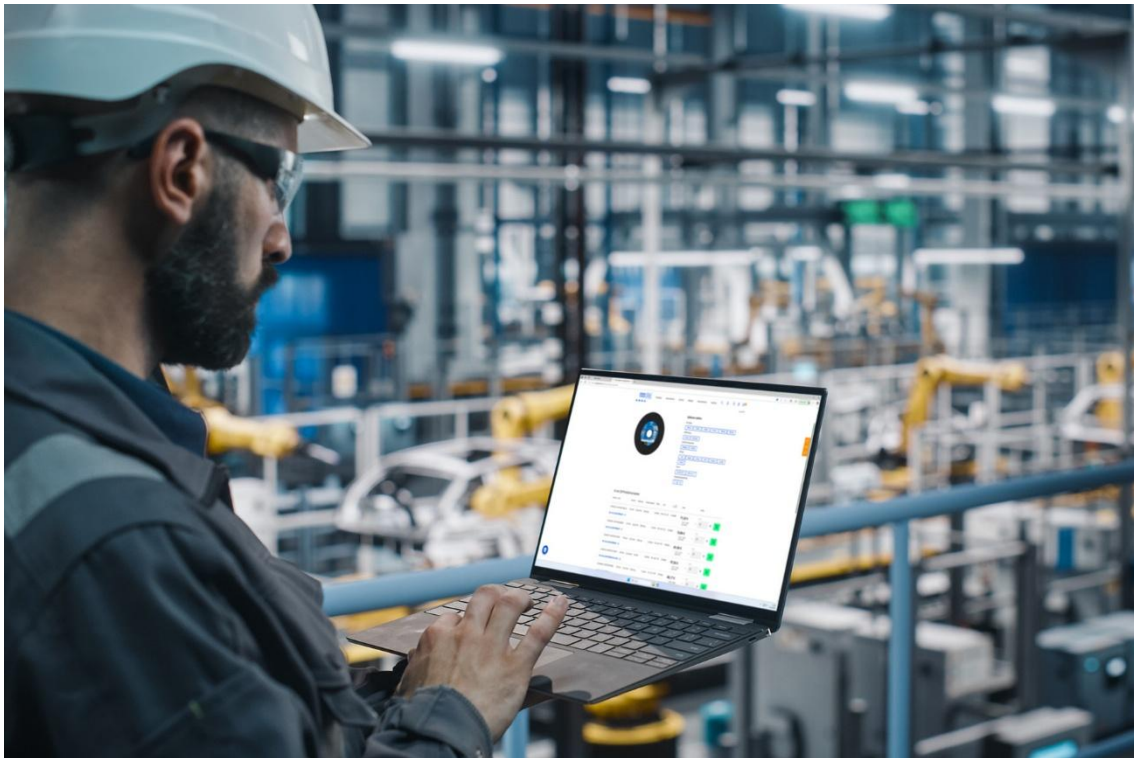
### **A 360° customer portal for the future**

With its new PFERD TOOLS SHOP, the Marienheide-based solution provider for work on surfaces and cutting is providing a 360° customer portal that seamlessly covers all of these requirements. It delivers product information with high-quality data, application expertise that allows customers to make decisions with specific scenarios in mind, customer-specific conditions and self-services, individual order processes based on favourite products, wish lists and purchasing behaviour, automated processes, and purchase-related data – from availability to price – that is kept up to date.

Talking about the extensive development process that was behind the new shop, PFERD TOOLS CEO Jörn Bielenberg said: "We have taken an in-depth look at what our customers expect us to deliver now and in the years to come, and what they need to generate reliable growth. In an age where data expertise, process reliability, flexibility and automation are rapidly growing in significance, the PFERD TOOLS SHOP is an efficient source of support for our customers."

In Bielenberg's view, this digital solution will make PFERD TOOLS a more reliable partner with a stronger focus on the future, allowing it to provide a sturdy, future-proof foundation for growth and competitiveness.

### **Images**



Shops are no longer just for placing orders – today, they are 360° customer portals.

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