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PFERD scoops “Trade Partner” award and obtains top marks in all categories



At the certificate handover ceremony: Dr Paul Kellerwessel, President of the ZHH together with Jörg Hesse, Chief Sales and Marketing Officer (CSO) at PFERD

A resounding success for PFERD: the company has once again scooped first place in the “Grinding and cutting” category in this year’s ranking of the best B2B partners, awarded by the Tools Working Group (AKW) of the German Central Hardware Trade Association (Zentralverband Hartwarenhandel e.V.). PFERD didn’t just achieve the highest score within this category, it also achieved the best overall ranking of all companies that have ever taken part.

The trader survey is conducted annually by the German Central Hardware Trade Association (ZHH) and is based on six criteria: loyalty to specialist traders, income,

sales support, product innovation, delivery capability, and quality of data and digitalization. PFERD topped the rankings for the tenth time – and this time achieved the highest marks in every category, underlining the company's role as a benchmark for the industry.

“This result is down to the extraordinary commitment of our sales team,” explains Jörg Hesse, Chief Sales and Marketing Officer (CSO) at PFERD. “Our colleagues don't simply present products to specialist traders, they actively develop solutions and innovations which make our trade partners' day-to-day working lives that bit easier.”

The B2B trade partner ranking has been recognizing the close partnership between manufacturers and specialist traders for 25 years. In challenging times in particular, it is clear to see how important trust, dependability and innovative solutions are to achieving joint success. Dr Paul Kellerwessel, Chair of the Tools Working Group, highlights: “Manufacturers and traders need to build up strategic partnerships, shape digital sales together, and push ahead with innovative product developments. Trust and dependability are more important today than ever before.”

For PFERD, the award isn't just recognition of the company's success, it also provides further impetus: “For us, this award confirms our mission to offer specialist traders not just innovative products, but also excellent service,” explains Hesse. “Working hand in hand with our trade partners, we'll play an active role in shaping the digital transformation and will continue to develop the best possible solutions for our customers in future.”

About PFERD:

PFERD is one of the world's leading manufacturers of tools for work on surfaces and the cutting of materials. The company has been synonymous with quality, innovation and collaborative partnerships with specialist traders for over 225 years.

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