

ZARGES-CREAXESS: "A concept for the future"

The managing director at specialist dealers Lünemann, Josef Petermann, sees ZARGES Creaxess as an ideal product

When Josef Petermann, managing director of specialist dealers Lünemann in Göttingen, talks about ZARGES Creaxess, you can feel his enthusiasm. Handling via the Internet is "ideal," he says, because you can show the customers visual representations of their products, and handling and setup of the products on the customer's premises "couldn't be easier." The very first orders Lünemann processed with ZARGES Creaxess convinced him that "This is a concept for the future."

ZARGES Creaxess is an innovative range of products comprising steps, bridging and mobile access steps with platform. The manufacturers, a traditional company based in Weilheim, utilise the Internet as a platform for construction and ordering. With a few simple clicks, the customer can put together a product to suit his specific requirements and in just a few seconds, can see a 3D representation of that product with the help of which he can check the most important product characteristics. For Josef Petermann, this is one of the most important aids for retailers: "Our sales force can now show the customer his specific



product via the Internet and check the details with him." He added that there could hardly be a more direct and concrete way to work together with the customer, to cater to his specific requirements or make corrections where necessary.

Josef Petermann is certain that he will gain many new customers thanks to this innovative procedure. "For one thing, we have a direct link to ZARGES Creaxess right there on our homepage www.luenemann.de, and our out-of-house sales staff have also received intensive training in using the new product," he reports. He also pointed out that having ZARGES as a strong, competent partner provided an excellent basis for extending business not only in the industrial sector, but also with the municipalities.

Josef Petermann expects great things of ZARGES Creaxess in future. "The combination of Internet and specialist dealer makes sense," he emphasises, and he sees his company on an excellent footing for the future with this concept.

www.zarges-creaxess.de, www.luenemann.de

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