



Rudolf Ostermann GmbH is an expanding, customer oriented carpentry trade wholesaler with many years' experience. With 200 employees and over 1,000 orders a day Ostermann is the European leader in mail order for edgings and fittings. Apart from tools and machinery, the continually growing Ostermann range also includes design elements such as bathroom interiors and sliding door systems, installation and assembly items, safety at work equipment and much more. Thus Ostermann offers a wide selection from the whole range for the sector and has become a full line distributor for the carpentry trade and for interior designers.

## Sales around the clock

Over 15,000 wholesale items for all wood-working requirements

» *Carpenters, joiners and interior finishing companies make up the core target group of Rudolf Ostermann GmbH. The company is an expanding wholesaler for all wood-working requirements and is the leading European mail-order supplier of edgebands and fittings. Ostermann's ever-growing assortment also includes tools and machinery, design elements such as bathroom interiors and sliding-door systems, installation and assembly items, glues and much more. All in all, Ostermann offers a wide selection of items from the complete range for this sector and is quickly becoming a full-line supplier to the carpentry and interior finishing trades. In addition to the company's e-catalogs, all of the items in its assortment can be ordered 24/7. After all, weekends are usually the only time that its customers in these trades have time to order materials.*

Ostermann relies on the Heiler product suite for all of its product data management and product communication needs. Its new online shop at <http://ostermann.eu> is based on Heiler Business Catalog. The shop is going from strength to strength with the help of Heiler Product Manager, which serves as a central product information management (PIM) system. It updates the shop with the latest product information on

a daily basis. Ostermann provides customers from all corners of Europe with all product information in five languages.

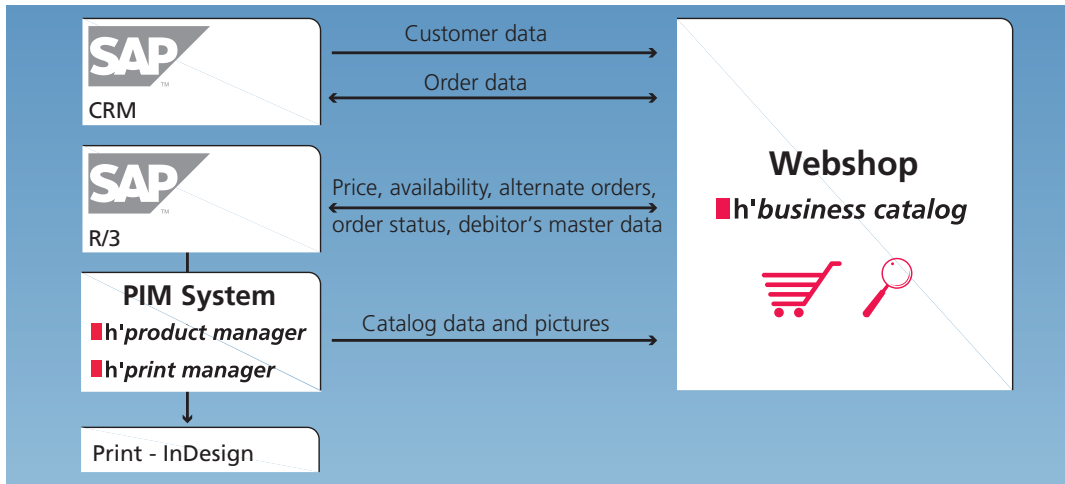
The shop's feature highlights include full integration of the ordering process into Ostermann's SAP system. Registered customers can access pricing information, check availability in real time and order items online. Orders are entered

directly in the SAP system. Both online orders and conventional orders are entered in the shop's order history. This means that all customers have a complete overview of their orders.

### BENEFITS

- Up-to-date product information is always centrally available in the online shop and catalog
- The shop offers extensive search functions and a personalized home page
- Customers can check and display current stock availability information from the SAP system
- All configurable items can be displayed with a price calculation in the shop
- Automatic customer master data import from SAP





Heiler ensures central management of master and product data and distribution of this data in all sales channels.

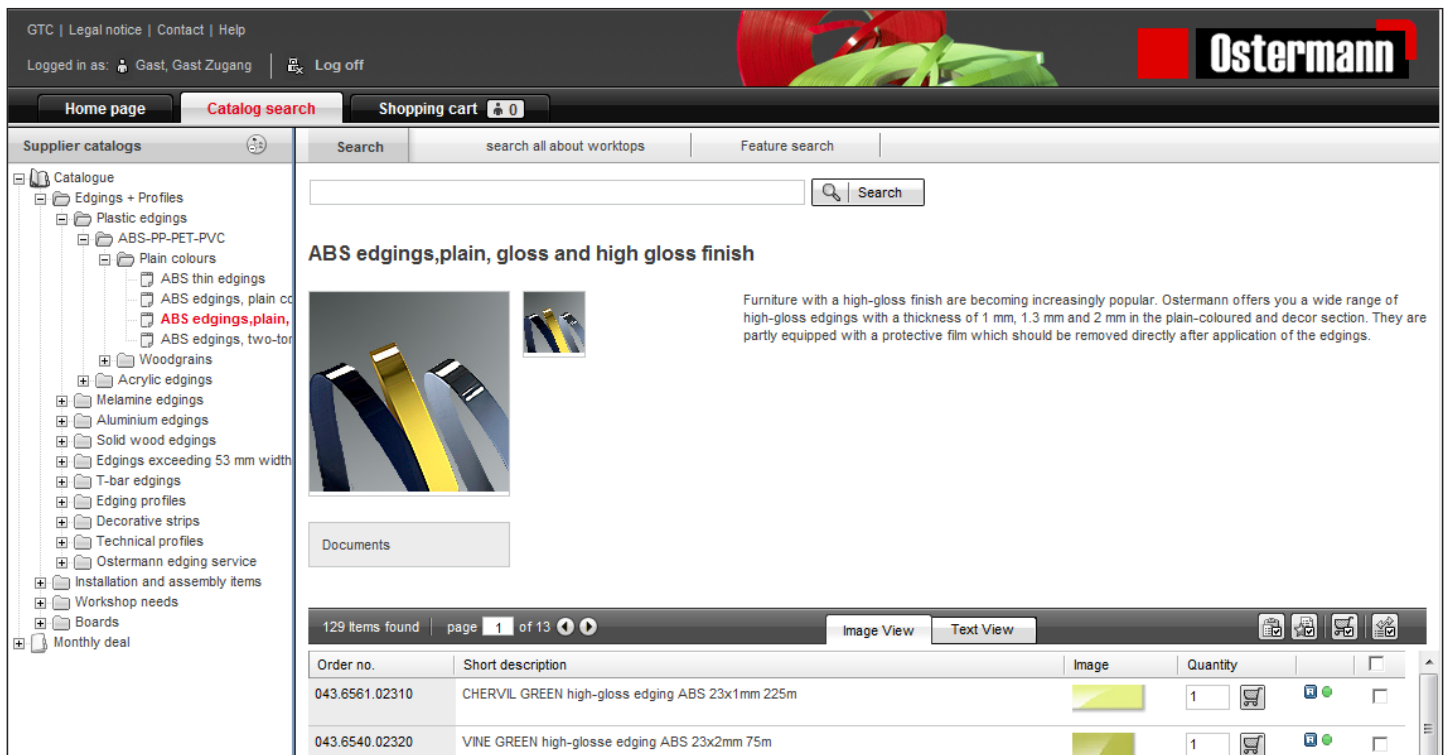
Sven Weidemann, Head of Marketing and Project Manager at Ostermann, is pleased with the results: "Our online shop is a quick and easy way to order items and the number of online orders received is growing all the time. Our sales team also uses the shop to find items while speaking with customers on the phone". Previously, searching for reference items such as accesso-

ries was not an option in the ERP system. Until recently, Ostermann used an internally developed piece of software to bridge this gap in the sales process. "The Heiler Suite now handles all of that. Heiler solutions support each of our sales channels", says Weidemann.

In addition, the Heiler Product Suite ensures consistent product

communication in the print catalog. To be more precise, Heiler Print Manager is used to create catalogs with more than 500 pages in four languages. For this purpose, product data is automatically exported from the central PIM system into InDesign page templates, which generate the catalogs with automated page setup. "Just under 70% of the catalog creation process

is now automated", explains Georg Steenkamp, owner of the PST agency, which handles print publishing for Ostermann. The page templates and design of the catalog are created here. Heiler Product Manager is used for page production. Compilation of the index and table of contents is fully automated. The product pages are also filled automatically using rules and various templates for products, images and tables. However, the pages the agency refers to as "image" pages are created the traditional way. "Overall, it has become much easier to create our brochures and catalogs, a fact which is most clearly illustrated by the shorter production times for print publications", concludes Head of Marketing Sven Weidemann.



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Home page | Catalog search | Shopping cart 0



Supplier catalogs

Search: search all about worktops | Feature search

ABS edgings, plain, gloss and high gloss finish

Furniture with a high-gloss finish are becoming increasingly popular. Ostermann offers you a wide range of high-gloss edgings with a thickness of 1 mm, 1.3 mm and 2 mm in the plain-coloured and decor section. They are partly equipped with a protective film which should be removed directly after application of the edgings.

129 Items found | page 1 of 13

Order no.	Short description	Image	Quantity
043.6561.02310	CHERVIL GREEN high-gloss edging ABS 23x1mm 225m		1
043.6540.02320	VINE GREEN high-glosse edging ABS 23x2mm 75m		1

In the Online-shop – based on Heiler Business Catalog – carpenters order mainly after closing time.