



## **PRESS RELEASE**

Künzelsau/Cologne, January 31, 2018

### **Boels Rental cooperates with Berner Group and centralizes the purchasing of all their depots.**

- **The Berner Group puts customer-centricity on the next level by implementing a custom fit solution for Boels.**
- **By developing an innovative solution for the rental platform, Berner has gained a powerful key account in the rental market.**
- **Boels is now one of the biggest customers of the Berner Group and will buy all tools and consumables exclusively from Berner.**

Cologne/Künzelsau, January 31, 2018. The Berner Group is now the official supplier of Boels Rental. From now on, the rental company with a head office in the Netherlands will buy all tools and consumables exclusively from the Berner Group. After negotiations between authorities from both sides, the project officially started in 2016 with the objective to centralize the purchasing of all depots of Boels till the first quarterly period of 2018. The collaboration with the international rental company will further strengthen the positioning of the commercial enterprise from Künzelsau (Germany) in the European market.

#### **Custom-fit solution and cost optimization**

Boels Rental is one of the most renowned rental companies in Europe where the rental of machines, tools, units and catering and event equipment is concerned. In order to centralize and structure the ordering system of Boels, the Berner Group provided the rental company with an optimized solution which is connected with the order platform of Boels and provide them a controlled environment within their own system but is linked to the Berner web shop. Before implementing this project, Boels had a fragmented ordering process, where local purchases were made. Now the rental company can centrally determine the price and control what Berner makes available to each location. This creates insights into the consumption of the consumables and tools of each location and therefore the costs for Boels.

All Boels locations in Netherlands, Belgium, Luxemburg and Germany have been put online step by step. Right now, about 80% of the Boels locations can order Berner products. Until March



2018 all other Boels locations will be added. Altogether, the Boels portfolio has been increased from close to 1,000 articles to nearly 10,000 articles. This partnership will help us to fully standardize our purchasing system. Berner is the perfect partner for this project.”, said John Smeets, Technical Manager at Boels.

The project was implemented by an international team of Berner Group employees. “We met the high standards of Boels with our total package of expertise, a custom fit solution and the high quality of our products. By applying our module successfully at Boels, we have shown, that we put the customer in the center of our efforts and that our main objective is to make our customer's life easier.” said Marco Schepers, Senior Director Supply Chain Operations at the Berner Group.

The collaboration with Boels Rental will further consolidate Berner’s position and also be important for its further development in the rental market.

### **The Berner Group**

The Berner Group is a family-run commercial enterprise with approximately 8,500 employees and 60 years of corporate history. From tools and equipment for garages, materials and fire protection for construction projects to specialty chemicals for industrial plants and commercial cleaning – we supply B2B customers in 25 European countries with our products and solutions. As a reliable business partner, we are always there for our customers: personally on site with some 5,500 field service experts, in mobile and digital fashion with the online shop, for over-the-counter trade as well as via our call center.