

B.T. innovation GmbH, 39116 Magdeburg, Germany

New online shop for business customers

The history of B.T. innovation GmbH began in 1991, as a regional wholesaler for building products. In the course of time, it matured into an internationally recognised company, which stands out for its solutions and products for future-oriented building. These can now be found all over the world, both on building sites and in precast concrete plants.

B.T. innovation GmbH now works with customers in more than 70 countries and is regularly represented at all important international trade fairs. This year the company celebrated another milestone, its 30th anniversary, and was able to look back on a remarkable development.

30 years of B.T. - 30 years on the pulse of time

B.T. innovation GmbH has set itself ambitious goals for the coming years. "We would like to continue to grow at a stable pace and, in doing so, expand our position as a system provider for economic construction," says Stefan Wittek. "In order to take advantage of the opportunities presented by the ongoing digitalisation in our business, we want to expand our digital sales channels. With the currently realised development of an online shop system, both for the B2C as well as for the B2B area, we are setting up a third distribution channel. This makes us a pioneer in the field of digital sales for business customers in Germany in terms of our company size and in our trade."

For this reason there were two occasions to celebrate on 1 September. On the one hand, the 30th anniversary celebration took place on the company premises and on the other

hand, the official starting signal was given for the launch of the online shop for B2B customers. It includes special construction articles and products from the field of magnet and formwork technology as well as sealing and connection technology. So in more ways than one, it was a successful day for the company.

Industrial products for private use

In order to meet the constantly growing demand for professional products in the field of sealing technology, B.T. innovation GmbH expanded its business division for private customers last year. For this occasion, the original online shop was given new functions and a new design. It now offers customers a selective range of products for joint, film and surface sealing, as well as licensed specialist products for sealing in agricultural construction. The focus here is on easy-to-use products that offer a long-term and sustainable solution to meet the high demands of customers. In addition, B.T. is represented on other sales channels on the Internet, such as Amazon and Ebay.

New shop for business customers

After the relaunch of the B2C shop was completed, the establishment of a new shop system for business customers was on the agenda. B.T. innovation recognises that the construction industry will undergo significant change in the coming years. That is why the company wants to enable its customers to have access to the product range on offer at any time and any place. In concrete terms, this means that a range of around 600 articles from the fields of magnet, formwork, sealing and

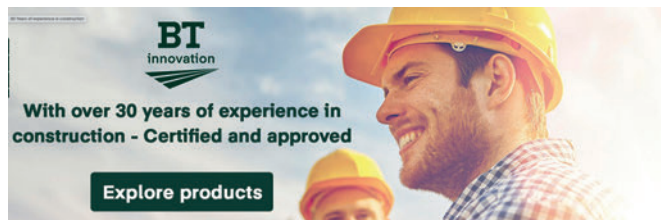


Thomas Baumgarte - E-Commerce Manager - in charge of the new business area of digital sales at B.T. innovation.

connection technology as well as special construction articles is now available to our business customers around the clock on all end devices. To use the shop, only a registration is necessary in advance. In the coming years, B.T. innovation will steadily add further articles to the construction shop and also expand to international sales. When setting up this 3rd sales channel, there were of course a number of challenges, which essentially revolved around embedding the shop in our ERP system and the associated data maintenance. Apart from personal sales, the customer should also feel well advised digitally. Therefore, there are pictures, videos and of course all corresponding data sheets as well as certificates for each product.

Sales in transition

"E-commerce has become an indispensable part of the modern business world and offers enormous potential in the construction industry, which is still quite traditional in nature. As the generations change, so does the buying behaviour of our customers. For us, the focus is on the continuous development of our product range, fast processing and delivery times as well as the adaptation of new trends and technologies in which the customer is always at the centre." - Thomas Baumgarte - E-Commerce Manager - in charge of the new business area of digital sales. ■



The B.T. innovation range can now also be found in the new online shop.
www.bt-baushop.de

FURTHER INFORMATION



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