

Presseinformation / Press Release

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Sperrvermerk / Release:	-	Zeichen / Ref.:	ZM
Bilder / Photographs:	2	Seiten / Pages:	2

Modern, customer-oriented and efficient

New KBA Webshop in the Anniversary Year

Enhanced features, fresh design and a high level of user friendliness – with a new KBA Webshop for spare parts, consumables and services, Koenig & Bauer (KBA) offers its customers many advantages through the constantly growing Internet sales channel. "Building on the experience of our already successful webshop, we have incorporated many ideas and tips from our customers in the new webshop", says Thomas Potzkai, Head of Service at the KBA-Digital & Web.

Thanks to its easy-to-understand and user-friendly navigation, it is easier for customers to find their way around in the KBA WEBSHOP and to use all of the relevant content intuitively. The new KBA WEBSHOP is going online in time for the company's 200th anniversary.

Group-wide introduction planned

The WEBSHOP will first be offered to customers of KBA-Digital & Web Solutions, and then step by step it will be launched worldwide. In further steps, KBA-Sheetfed Solutions, the Swiss KBA-NotaSys SA, KBA-MetalPrint GmbH, KBA-Metronic GmbH and KBA-Flexotecnica S.p.A. will install the new WEBSHOP this year. The updated Webshop is one of many initiatives within the framework of a group-wide service project, with the aim of further increasing customer satisfaction.

Many features in the new KBA WEBSHOP

The shop can be used on PCs as well as on all common mobile devices, and with the update it now has numerous new features and search options. A shopping cart function, for example, offers the option of integrating consuma-

ble materials and parts subject to wear and tear in a cyclical ordering mode. An availability indicator is another very useful feature for customers to optimise their purchasing planning and warehouse management.

"Our WEBSHOP is of course an ongoing process. We will always offer new features and continuously develop our shop further – for example "flowless coupling", so that orders can be triggered using customer-specific ordering systems," says Thomas Potzkai. In addition to the broad product range, services can also be requested using the new KBA WEBSHOP, for example a thermography audit or a machine network test.

Photo 1

Modern, intuitive operation and customer-oriented – the new KBA WEBSHOP goes online

Photo 2

Thanks to its many new features, customers can use the service even better