

**Osnabrück, October 2013**

## **Bohnenkamp's new online shop**

*The Osnabrück-based wholesalers completely revised their online shop featuring many new functions and Service PLUS*

Bohnenkamp AG, Europe's leading marketer and distributor of agricultural tyres and specialist supplier for earthmoving and industrial tyres are presenting their completely revised online shop during the Agritechnica 2013 at stand C 08 in hall 9.

### **Modern design and additional functions**

Under the label *Service PLUS*, Bohnenkamp are to present their new online shop with a significantly enhanced service platform. The Osnabrück-based company introduced their online shop in 2000. It has now been further developed and many new and useful features have been added. Henrik Schmutde, Director of Marketing at Bohnenkamp: "We completely redesigned the shop and added many new and useful features to our range of services. Our aim is to support our commercial customers in their daily work and to enable them to do their business in an even easier and more efficient way."

The most apparent innovation of the online shop, to be accessed via [www.bohnenkamp.de](http://www.bohnenkamp.de), is its clean and modern design. The classical functions of product search, like e.g. searching by entering a match code, were maintained and further practical functions added. So now the customer can specifically change over to the shop for wheels or tubes to obtain exactly the wanted products. For all AS tyres, bearing capacities with regard to load and speed are stored in the system.

### **Service PLUS for commercial customers**

A genuine innovation is concealed behind the new "service" sector. Here Bohnenkamp offer their customers detailed information and calculating opportunities for the frequent demands that commerce has to face again and again. Therefore, matching possibilities for tyre changings on tractors have now been made available online and alternatives can be established. To do this, simply enter the vehicle's present tyre size. The configurator then

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calculates the possible tyre combinations that are currently available. If the vehicle is a four-wheel drive loader, it is also possible to find the front tyre that matches the rear tyre.

### **Individualization in the sector “My shop“**

A further PLUS for the dealer is to be found in the sector “My shop“. Here Bohnenkamp give the dealers the opportunity to adapt the online shop’s colouration and the shown logo to their own company’s website. Additionally, the dealers can store their own price calculations for purchasing values, sizes and product segments. Henrik Schmudde: “With the function *My Shop* the Bohnenkamp shop has turned into a customer shop. The dealer is able to browse the shop during his sales consultations and negotiations with the customer and determine the suitable tyre together with him. With the prices stored in the system, customer-specific offers can now be saved and called up again later. We don’t determine prices or calculations. Everything is individually adjustable by the customer.“

### **Mobile app versions available**

Mobile usage of the online shop is getting more and more significant. To make allowances for this increasing significance, the online shop is now also available as an app for tablet computers. There are Apple and Android versions and you can download the suitable app free of charge in the respective stores.

The new online shop may be tested exclusively during the trade fair before it’s going “live” on 17 November.

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