

Press release - for immediate publication

## **Outstanding service quality from WEILBURGER Graphics GmbH**

### **On The Road Again – The company's sales team finally gets to visit customers again**

Gerhardshofen, 02 March 2022 – WEILBURGER Graphics GmbH, an internationally renowned manufacturer of varnishes, inks and adhesives for the graphic arts industry based in Gerhardshofen, Franconia, has always seen itself as a service provider and is known in the industry for its personal, nearly family-like customer contacts. The company's customers appreciate having a competent and direct contact for all questions concerning the extensive product portfolio of high-quality varnishes, adhesives and flexo inks. The company's service team is also available to customers at any time to answer technical production questions about difficult jobs and is happy to provide on-site assistance with press set-up and general process advice to achieve optimum print results. All processes and production parameters are fully logged by WEILBURGER Graphics via CRM, QM and ERP systems and can therefore be used for fine-tuning, production advisory services and process optimisation for follow-up orders. As a result, the sales representatives and technical support staff at WEILBURGER Graphics GmbH are familiar with all customers, their production systems and processes, and can therefore provide optimum advice to customers on an individual and personal basis.

*"This quality of service is one of our hallmarks and this comprehensive service has helped us to grow over the years. That's why we take great care to maintain and continue to expand this quality and not to make any business decisions which could compromise our customer relationships,"* explains Arno Dürr, Sales Director at WEILBURGER Graphics GmbH. Arno Dürr continues: *"For example, we made the clear decision a long time ago not to establish an online shop to sell our products. Certainly, we could increase our sales in the short term via such a sales system, but this would only be at the expense of our service quality. In the long run, the operation of such an e-commerce system would harm both our customers and ourselves, as neither a personal connection nor individual advice are possible through shop systems. Therefore, we prefer to focus on the further expansion of our service portfolio and even stronger customer loyalty. Especially in difficult times, such as the current pandemic-related restrictions, we believe that there is no substitute for personal customer relationships."*

Thus, the company is offering its customers more telephone consulting services and video conferences during travel and accommodation bans, has expanded its range of virtual events, conferences, product presentations and training courses, and is basically doing everything in its power to be able to fulfil customer requests for on-site consulting and production support in compliance with all legal requirements, even during the pandemic.

While established customers naturally know their respective personal contact persons very well, the company provides interested and new customers with extensive possibilities for direct contact with the responsible sales

representative in each case. In addition to the six-person Technical Service, which is responsible for all technical enquiries from the entire sales area of the company, the nine sales agents are currently assigned to service regions. In Germany, this assignment is based on postcode areas and depends on the production location of the customers. In order to make this assignment as clear as possible, the company has created a postcode service map that enables all interested parties to find and contact the responsible service agent quickly and easily. The technical service is also structured redundantly. If the personal sales representative cannot be reached, there is always a competent backup contact person available with access to all relevant customer and order-specific data from the CRM and ERP systems.

Furthermore, France, North Africa, Denmark, Sweden, Norway, the Czech Republic and Slovakia also belong to the company's direct sales territories, to which direct sales representatives are also assigned. In Poland, Spain, Mexico, Peru and Brazil, the company sells its products through corresponding subsidiaries, and for a total of 28 other countries, WEILBURGER Graphics GmbH has equally service-oriented sales partners who have received excellent technical instruction from the company and are available locally and, of course, in the local language.

Bastian Pinsenschaum, Head of Technical Service and Product Management at WEILBURGER Graphics GmbH, concludes: *"Of course, the Corona pandemic and the associated legal requirements initially caught us cold and unprepared and, above all, limited our well-known high level of on-site service. However, we were able to find solutions for our customers quite quickly and thus - certainly from a further distance but with the same commitment - continue our customer service almost seamlessly. In the meantime, depending on the current incidence, customer appointments are already possible again and we are still doing our best not to leave our customers alone with their needs and challenges".* Bastian Pinsenschaum continues: *"Pandemic-related delivery problems on the part of our suppliers or missed and delayed overseas shipments also gave us one or two surprises in the last two years and we thus had to cope with unfamiliar situations. So far, however, we have been able to overcome all challenges in the interest of our customers and we are currently noticing that the global situation seems to be easing a bit. However, our customers have always had complete understanding and confidence in us as a supplier and long-term service partner. From our point of view, this was also only possible on the basis of our proven, personal customer contacts over many years."*

**Further information:** [www.weilburger.com](http://www.weilburger.com)

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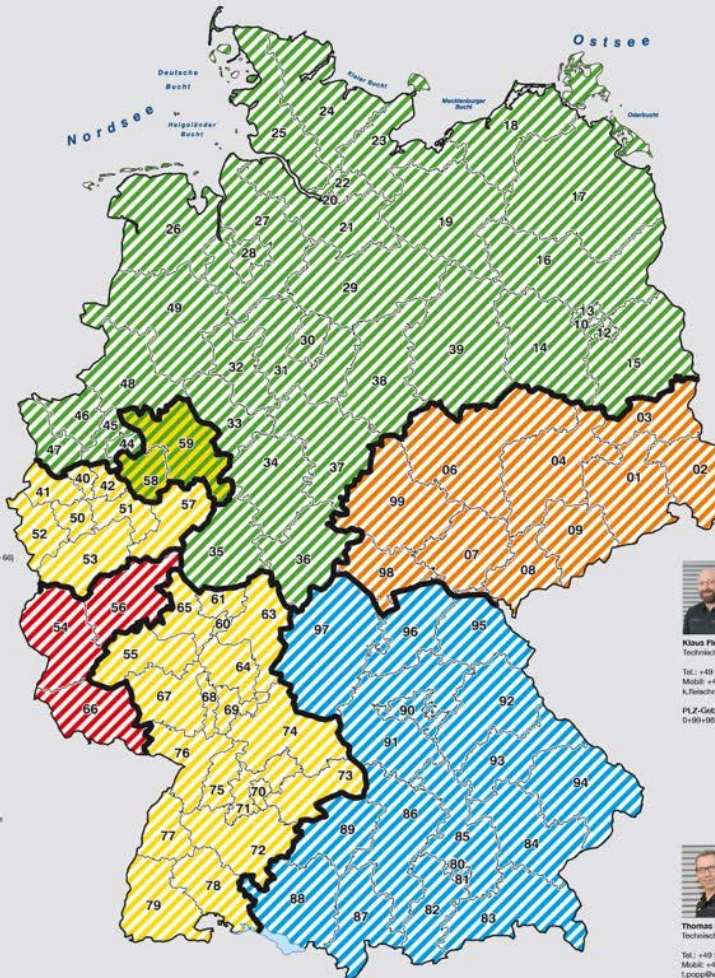
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### Caption:

Easy-to-read service map of WEILBURGER Graphics GmbH for Germany with postcode allocation and contact details of the Technical Sales Representatives.

## Technical service



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**People:**

**Caption:** Günter Korbacher - Managing Director of WEILBURGER Graphics GmbH



**Caption:** Arno Dürr - Sales Manager of WEILBURGER Graphics GmbH



**Caption:** Bastian Pinsenschaum - Head of Technical Service and Product Management at WEILBURGER Graphics



GmbH



**Caption:** Logo WEILBURGER Graphics GmbH

**PrintCity** | Alliance Member

**Caption:** PrintCity | Alliance Member



**Caption:** ClimatePartner logo

**Worldwide.**

**Nearby.**

**On Top.**

Weilburger is one of the most important developers and manufacturers of functional coatings and lacquers for industrial and consumer goods plus special coatings for the graphics industry. Weilburger coating solutions create values and convincing product benefits everywhere, worldwide and in all industrial sectors. They preserve and protect, enhance functions and embellish your products. They give your products an unmistakable look and feel. They work on metals, plastics, wood and foil and also on glass, ceramics, paper and cardboard. ►Weilburger functional coatings and lacquers create surfaces which are precisely what people worldwide are looking for.

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