

# Total Tooling = Quality x Service<sup>2</sup>

Cutting tools are the bedrock of civilisation and the modern world now demands many complex variants. WNT Deutschland GmbH is fast becoming a market leading distributor and service partner in this crucial market sector.



WNT Deutschland GmbH's CEO, Claude Sun



The head office complex in Kempten, Germany, and its logistics centre

WNT is one of Europe's fastest growing, full-service marketing organisations and is dedicated to the distribution of precision metal-cutting tools. The company supplies its precision tools to small and medium-sized engineering companies. Technical support is provided by highly skilled application technicians who assist customers with their product selections via service hotlines and on-site visits. The high quality of the company's product portfolio, combined with the firm's commitment to the continuing improvement of its highly specialised consultation service and efficient delivery network ensures that customers always receive the best in terms of service and support.

WNT's headquarters as well as its logistics centre are conveniently located on the outskirts of Kempten-Allgau, with excellent links to nearby motorways. Its unique distribution concept is exclusively focussed on the requirements of the metal cutting industry. The company's main catalogue is comprehensive and is designed to rigorously

adhere to the industry's best practices, ensuring clarity and ease of use.

Comprehensive product lines cover the technical requirements of even the most demanding of metal cutting applications put to it by its clients. In turn, WNT has developed long-term co-operation agreements with several well-known, international manufacturers of high-quality tools, which form the basis of the company's guarantee of solid quality standards and delivery reliability. Customer consultations are carried out by the company's Technical Sales Engineers, a process that is both practice and solution-oriented. Ordering channels, from client to WNT, are non-bureaucratic, clear, convenient and, above all else, swift and efficient. Orders can be placed using the telephone service hotline, fax, or during on-site consultation visits. And, of course, all of WNT's 45,000 quality tools may be ordered via the website portal

[www.toolingcenter.com](http://www.toolingcenter.com), which is of course available 24 hours per day. Delivery times are the quickest in the industry – a situation achieved throughout Europe by use of an optimised supply chain and logistics system where 99% of all WNT's products are immediately available for dispatch.

Founded in Kempten-Allgau in 1987, WNT was initially operating from a tiny farm outbuilding. Today, the company uses modern technology to ensure client orders are processed as swiftly as possible. Orders taken online or over the phone are displayed on a large screen inside the company's warehouse, and its relevant processing status is also indicated. Packages are distributed to over 14 different European countries. In order to increase the standard of customer service still further, the company has invested in research about the cultural needs and idiosyncrasies of 'the typical customer' from each of its European

territories. A composite for each client country has been compiled so that his or her most important needs can be fulfilled and his or her hates can be avoided – a practice that allows customers to be handled in the way that they have become accustomed in their own countries.

The future for WNT looks very good indeed with all of Europe now able to be serviced by one of its subsidiaries.

WNT was, from the outset a model for revolutionary distribution and customer care. For example, its first tool manufacturing partner proved to be as innovative in its outlook as WNT. A technological co-operation agreement with PLANSEE TIZIT was signed, and this later led to closer links in the shape of joint ventures. In 2002, WNT became a part of the CERATIZIT Group, which had emerged from a merger by PLANSEE TIZIT and CERAMET-ALL of Luxembourg. WNT's role within the Group's remit is now to



The company offers more than 45.000 articles in one catalogue

provide across-the-board marketing, sales and distribution. The company's maxim is: Total Tooling = Quality x Service<sup>2</sup> (pronounced 'service squared'), and evokes the same energy as Einstein's famous equation. The increase in client productivity and performance makes Total Tooling the ideal procurement option for companies that are achievement oriented, whether small or medium-sized. "Total Tooling comes from optimum service combined with unbeatable product quality, and this leads to increased productivity for our customers," explains Claude Sun, WNT Deutschland's CEO. "Whether our Technical Sales Engineers or personnel are in or out of the office, they all have the same goal – to provide optimum service with the best products on the market, anywhere. In essence, 'Service<sup>2</sup>' means providing the customer with the right tool at the right time for the right machine." 'Service<sup>2</sup>' walks the customer through all the steps to achieve the best metal cutting solution, that would normally cost a lot of time and effort, in addition to the usual strains associated with production. WNT's highly motivated specialists work 24/7 to provide the perfect solutions, they are especially helpful when such solutions are not immediately apparent to the customer. The company's skilled machining technicians assist clients in all aspects of application engineering. "Our staff can offer customers technical advice on the most challenging of applications," says Mr. Sun.

Application technicians assist the costumers on site



The WNT 1,664-page catalogue, available in eleven languages, is its gateway into a universe of precision tools for every industrial application. "It is our ultimate 'precision tool'," explains Mr. Sun. The catalogue contains everything, from brand descriptions to exact cutting data tables – and it is a most extensive and detailed collection of data, designed to become an essential part of customers' daily lives. Its product group index is sorted by application in relation to processing environment, and the catalogue guides the user to the appropriate tool, quickly and efficiently. "After that, it is simple to order," says Mr. Sun. "Our logistics service works around the clock to increase our customers' productivity, and we are proud of our record of maintaining 99% product-availability for more than 45,000 warehoused items. On average, we process more than 8,000 items every day for over 2,000 customers." Delivery is executed swiftly via the company's direct connection to Germany's A7 motorway. Next-day, orders for anywhere in Europe can be taken up to the deadline of 6.30 pm

the previous evening. "We guarantee our deadlines," says Mr. Sun. "Our hotline is open from Monday to Friday, from 7 am to 7 pm." Telephone support at WNT is uncomplicated and is able to field any questions that may arise. "Customers are not 'handed from pillar to post' at our company," says Mr. Sun. "The person that answers the call will deal with the query until all a customer's questions have been fully answered. And specialist technicians are always on hand if a difficult question needs answering. We monitor our service level constantly and we aim to answer every call within five seconds of the first ring." One of WNT's most startling Service<sup>2</sup> innovations is its on-site tool dispenser, the Tool-O-Mat. This is installed at a customer's site and they only pay for what is used. "Access is controlled via an electronic chip key to ensure that only authorised personnel can make the on-site purchase," explains Mr. Sun. "The purchase information is then despatched to us electronically and the customer is billed for anything purchased, at the end of the appro-

## IN BRIEF

### Core Competence

Tool distributor

### Facts & Figures

- Founded: 20 years ago in 1987
- Structure: Part of the CERATIZIT group
- Branch offices: All over Europe
- Employees: 300
- Turnover: 140 million EUR – the entire group: 610 million EUR

### Products & Services

Consultation, swift cutting tool delivery

### Target Groups

Industrial users of cutting tools

### Market

The EU and neighbours

priate month. This service ensures that a customer has uninhibited access to any of our tools 24/7. Replenishment of the machine's stock is carried out by our personnel and there are no overheads for the customer. None of the customer's capital is tied up in tools that he or she does not yet need. And there is no downtime in the company due to unavailable or broken tools – everything is on hand. This machine is the epitome of what we mean by Service<sup>2</sup>. ■

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