

Press Release



Industry Publications

Export Conference with Record Attendance META continues its sales partner strategy on the global scale

Arnsberg, 22 February 2011. With 40 attendees from 14 countries, this year's META-Regalbau export conference on January 27th and 28th was a complete success. The conference was a visible symbol of its motto: "META and its TOP Partners Worldwide – Building Communities and Bridging Countries": The participants seized the opportunity for networking and sharing their META experiences offered by the conference. Two new export partners were able to use the conference to introduce themselves to their peers: Lomax from Frederiksson in Denmark is a traditional catalogue retailer, whereas the Swiss MAPO AG operates as a technical specialist for storage technology from its headquarters in Glattbrugg and the company's two field offices.

The conference brought together retailers and sales partners from across the globe, including attendees from Italy, Romania, and Denmark. META's four international subsidiaries from Austria, the Czech Republic, Poland, and the U.K. were also out in force. META supplies a network of over 50 sales partners worldwide: "Since 2009, we have

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managed to gain new top partners for our sales partnerships. We have been particularly successful with finding new partners in Northern Europe”, Michael Wilfling, META’s Export Director, states with due pride in the company’s international profile. In its international ventures, META remains committed to the company’s dedicated sales partner strategy. META’s top partners had an opportunity to inform their colleagues and peers about activities in their home countries. Stephen Williams of Dubai-based Loc8 emphasized that META’s shelves are excellent products whose exceptional quality cannot be rivalled by the products of discount competitors.

Sales Support by the META Export Team

META supports its international top partners with great commitment and expertise in all matters of sales, logistics, marketing, and storage technology. The company's experts presented the range of their services in a series of six dedicated workshop sessions. These included a new initiative by META which revolves around the introduction of retailer-exclusive online shops. META can support its partners with the establishment of these shops and the management of the relevant data. Key Account Manager Andreas Temme also introduced the new product catalogue for 2011, which now includes colour coding for the various product lines produced by META. The redesigned catalogue comes with a map with details about the company’s international bases. Andreas

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Temme also gave an outline of the company's bespoke training and instruction programme for META retailers.

An introduction to the approach to shelving inspection currently followed in Germany was received with particular interest among the attendees. META is at the vanguard of this vital aspect of occupational safety and prevention and offers its clients inspection services by specially qualified shelving inspectors. The discussions after the presentation revealed the great differences that still exist in the approaches used by different countries.

Successful Discussions in the Workshops

A total of four dedicated workshops on marketing, logistics, project development, and the market's expectations concerning META products rounded off the proceedings and were met with great interest among the participants. "The marketing support workshop has given us some invaluable new ideas for our sales work. Our ambition is to make the META brand a household name in Italy", Stefan Gutzmer of global import from Bozen, Italy, summed up his impressions. Many participants already announced their intention to visit META at CeMAT 2011 in Hanover (hall 13, booth A60). Michael Wilfling was enthusiastic about the positive reception of this year's conference, which promises to again find its way into META's export partners' diaries for 2012.

(ca. 3.584 Zeichen)

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Das Lagersystem

META-Regalbau designs, produces, and sells fixed and dynamic storage systems. The company's portfolio includes shelving, pallet, cantilever, and mobile racking systems as well as flow racks and automated small-parts storage solutions. All components are designed to combine into bespoke system solutions. META offers its customers sophisticated one-stop solutions from the first vision to planning, installing, and supervision services. META's services also extend to the statutory inspections of racking systems by a certified storage system surveyor.

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META01.jpg

The happy winners of the Performance Cup (left to right): Joeri Colman (vanas engineering), David Sheppard (Apex), Fred van der Voorde (META Netherlands).

Foto: META



META02.jpg

With 40 attendees from 14 countries, this year's export conference at META Regalbau was a resounding success.

Foto: META