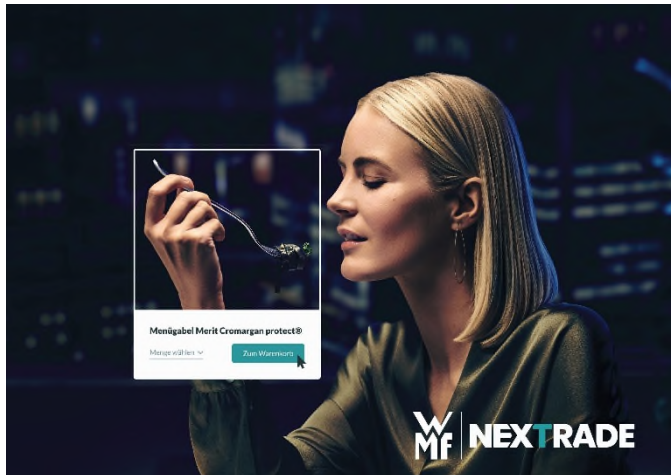


WMF GmbH takes off with brand shop on Nextrade

Frankfurt am Main, 17 03 2022: With its brand shop, WMF GmbH is one of the most successful brands on the digital order and data platform. Nextrade actively accompanies WMF GmbH on the path to digitalization of trade. For the brand, the focus is particularly on the numerous advantages of the digital processes and the associated high time relief, which ensure greater efficiency.

The launch of the WMF brand shop on Nextrade in October 2021 was a complete success for WMF GmbH. The broad acceptance of Nextrade by dealers is reflected in the increased number of online and thus electronically transmitted orders. More than 300 traders now use the ordering platform regularly. Nextrade has thus successfully replaced the previous ordering system "invenido". Functions such as backorders and promotions, which were previously available in invenido, were jointly implemented in the Nextrade platform in the months before the launch and optimised over time. Since then, retailers have been able to view all backorders of WMF products in a list. Efficient order management also includes the consolidation of stock levels and back orders. This information is visible in Nextrade on the products (in the list view) and during the ordering process (in the shopping basket). Thanks to Nextrade, WMF GmbH has been able to significantly increase the service for its dealers.

"We use Nextrade primarily to reduce the workload of our office and field staff, as well as for individual and automated data distribution. Thanks to Nextrade, the ordered products land directly with all product data at our retailers. The digital order and data platform also serves as an important interface to our premium partners in the implementation of our #forwardPremium concept," says Gerd Honold, Sales Director Germany, WMF GmbH. "In our cooperation with Nextrade, we were convinced from day one by the enormous acceptance and willingness of our customers to place orders."



Easy and uncomplicated ordering via Nextrade around the clock.

Another advantage of using Nextrade for the brand is the simplification of article data management. Dealers can request article and image data as well as inventory data from WMF GmbH for automatic transfer. E-mail and file transfer protocols (FTP) are available as transfer methods in the Nextrade standard format. If traders require an individual format, Nextrade can provide individual support through the connection to nmedia with electronic data interchange (EDI) and standardised programming interface services (API). Nextrade is thus the extended service arm of WMF GmbH and thus ensures satisfaction for the dealers.

The digital ordering possibilities result in numerous advantages for the office and field staff, as the streamlined way of working provides more time relief and more space for the essentials. For example, customer relationships can be cultivated and traders can discover new products.

Nextrade is the order and data platform of the living and dining industry and has set itself the goal of establishing universally valid standards in the value chain between industry and trade. All industry participants can benefit from this, just as WMF GmbH is already doing.

Discover Nextrade at: www.nextrade.solutions

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Nextrade – The digital (re-)order platform

The digital ordering and data management system for suppliers and retailers in the consumer goods industry extends the trade fair and allows orders to be placed at any time of day or night, 365 days a year.

www.nextrade.market

Conzoom Solutions – the platform for retailers

Conzoom Solutions is a knowledge platform that offers the consumer goods industry a wide range of studies, trend presentations, workshops and guidelines for the point of revenue. It provides a complete overview of Messe Frankfurt's international portfolio in the consumer goods sector – bundling a wide range of information for retailers.

www.conzoom.solutions

Background information on Messe Frankfurt

The Messe Frankfurt Group is the world's largest trade fair, congress and event organiser with its own exhibition grounds. The Group employs approximately 2,300* people at its headquarters in Frankfurt am Main and in 30 subsidiaries around the world. In 2021, the company had to contend with the challenges posed by the pandemic for the second consecutive year. Annual sales will be approximately €140* million after having been as high as €736 million in 2019 before the pandemic. Even in difficult times caused by the coronavirus pandemic, we are globally networked with our industry sectors. We have close ties with our industry sectors and serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of the Group's key USPs is its closely knit global sales network, which extends throughout the world. Our comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. We are expanding our digital expertise with new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. Headquartered in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

For more information, please visit our website at: www.messefrankfurt.com

* Preliminary figures for 2021