

10 years of Buderus Edelstahl Info

A success story

The Buderus Edelstahl customer magazine first appeared in 1997. This successful communication tool quickly reached a five-digit worldwide circulation figure. On its 10th anniversary the picture is that the combination of factual information and interesting topics with entertainment value has proved very popular with Buderus Edelstahl's business partners around the world.

How do we target interesting and important information at customers and potential customers, without excessive wastage? What can we do to convey complex material effectively, whilst also strengthening the bond between the company and its customers? Those were the questions to be answered when the decision was made to launch the Buderus Edelstahl customer magazine in 1997. The advantages clearly outweighed the costs. One criterion that applies throughout the industry is that

there is hardly a leading company that does not now use this attractive channel of communication with customers. "Buderus Edelstahl Info quickly proved to be a successful instrument of external communication", says Christian Jung, Marketing and Advertising Manager at Buderus Edelstahl GmbH. "The magazine promoted business dialogue from the start, and it is still a medium that creates goodwill and trust, and sometimes prompts new ideas or contacts." This efficient and effective communication platform has greatly strengthened customer loyalty. Buderus Edelstahl Field Service staff repeatedly provide positive feedback from their direct exposure to customer response.

Multilingual on all continents

Buderus Edelstahl Info appears in German and in English, and is distributed throughout Europe as well as in countries such as Taiwan, China, India, South Africa, Brazil and the USA. With the integration of the

French company Deville Rectification into the Buderus Edelstahl family, the magazine has also appeared in French.

Restructuring within the company has also changed the range of issues covered by Buderus Edelstahl Info. First there was the takeover by Bosch, then the sale to the new parent company Böhler-Uddeholm, involving the creation of the three independent companies Buderus Edelstahl GmbH, Buderus Edelstahl Band GmbH and Buderus Edelstahl Schmiedetechnik GmbH, and finally the takeover of Böhler-Uddeholm by Voestalpine. Buderus Edelstahl Info is now the customer magazine of Buderus Edelstahl GmbH, combining technical innovations and interesting customer applications with information for and about Buderus Edelstahl employees. "The last 10 years must be the most eventful in the long history of Buderus Edelstahl", comments Christian Jung. "But there is one consistent theme, the huge positive response to our customer magazine. That is a source of satisfaction to us, and reason enough to pursue our quest to find exciting new topics." And that is what the innovative special steel from Wetzlar offers in plenty.

