



Case-Study
www.henka.de

HENKA Werkzeuge + Werkzeugmaschinen GmbH

Founded:	1990
Headquarters:	Stollberg (Germany)
Industry:	Industrial B2B
Number of employees:	About 40

Partner



The company

HENKA is a mid-size company specializing in technical consulting and the sale of tools primarily for machining. In addition, HENKA plans and installs complete manufacturing facilities. Being a full-service provider, HENKA supplies protective equipment and power tools, and also organizes first-rate training to help clients keep their employees' skills up-to-date.

The challenge

The company required a solution to boost its online sales.

The solution

A B2B webshop based on the commercetools platform was set up which integrates diverse manufacturers and is continuously expanded to meet customers' requirements.

The result

The entire range of precision tools for the machining industry is displayed in the powerful procurement software. Clearly presented product data enables customers to find exactly what they need from around 200,000 items.

