

**XOM Case Study**

# Husemann & Hücking goes online with XOM eShop

” The new online shop had an immediate impact on marketing. We started receiving more and more inquiries from new customers.

**André Langer, Executive Management Husemann & Hücking GmbH**

**The client:** Husemann & Hücking specializes in open and welded special profile sections, stop profile sections and profile systems. With more than 100 years' experience, the company is a trusted partner for all applications of steel profile sections.

**The challenge:** The company wants to lead the way on digital solutions, becoming a trailblazer in its use of Industry 4.0.

**The solution:** XOM eShop is a tool tailored for the materials industry. It is easy to implement and enables you to start selling online via your own web store with a minimum of fuss.

**Husemann & Hücking**  
**Profile GmbH**



## Stock profiles, special profiles and WP systems

Husemann & Hücking's products include standard profiles, special profiles, stainless steel profiles and profile systems made of steel. Stock profiles include the popular WP PROFILES and KP scharfkant product ranges. Both lines are key construction elements in almost all solutions used in the metal construction industry. Special profiles are manufactured to order in accordance with individual specifications for shape, material and type of processing.

### “Not because we need to, but because we want to”

Husemann & Hücking is a traditional company that values its relationships with customers. One of the reasons Executive Manager André Langer chose XOM eShop was that it gives the company more time for close contact with those customers. “Many of our clients were asking us to go digital. XOM eShop allows us to do this,” he explains. This is a sign of the rethink currently taking place in the industry. “We, too, see digitization as a great opportunity to make our business processes even more up-to-date and customer-oriented,” says Langer.

” XOM eShop promotes both our image and our products. Having our own branded online store shows that we are a modern company and also extends our reach.

**André Langer, Executive Management Husemann & Hücking GmbH**



## A web store with marketing impact

It was Husemann & Hücking's clients who first drew the company's attention to XOM Materials and its digital solutions for the steel industry. The company used XOM eShop to create its own branded online store, mainly offering stock products from the WP PROFILES and KP scharfkant product ranges. Since the launch of the online store, Husemann & Hücking has received many inquiries from new customers who came across the company via online searches.

Executive Manager André Langer says that this marketing impact demonstrates the added value of having your own online store: "Of course, we have our regular customers who regularly purchase our products. But having the online store expands our client base for both direct and indirect business."

## Greater trust

The company's new online store was successfully set up in very little time. Husemann & Hücking now feel confident that this step in the direction of digitization was the right decision. They believe that today's industry needs digitization more than ever before.

Langer's recommendation? Companies should put greater trust in the strengths of the industry. "There is so much knowhow here. Digitization helps us fully exploit that potential. It takes courage to say goodbye to old organizational processes. But it can deliver real economic advantages."



## Regular feedback and fast implementation

Husemann & Hücking was one of the first manufacturers to choose XOM eShop. Initial discussions about the design took place in winter 2018 and the branded online store went live in spring 2019. The company regularly provides feedback to their partner at XOM Materials. “Any ideas about the design or requests for new features are discussed and then quickly implemented,” says Langer.

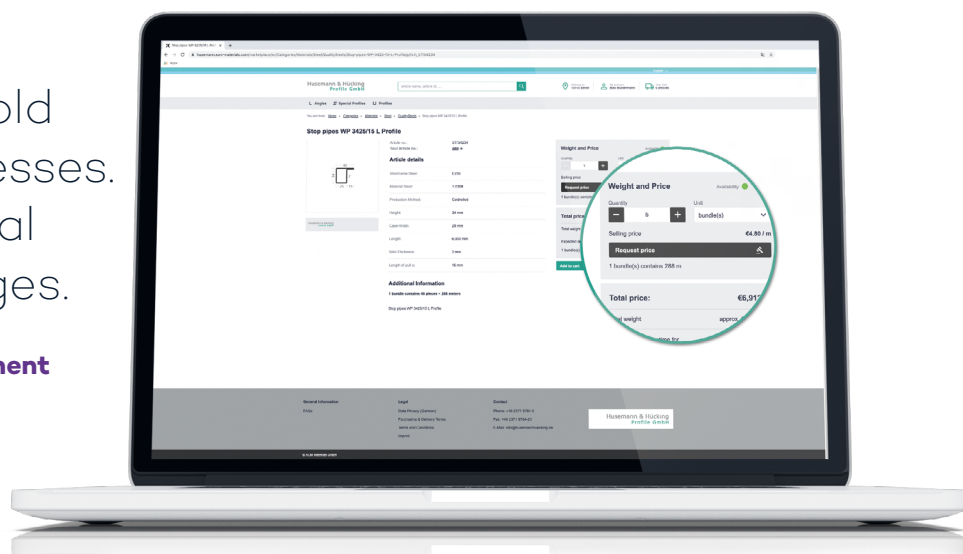
## Detailed product information

Product details, including any images and drawings, are quickly loaded into the system. Incorporating features tailored for the industry such as customer-specific prices, company-specific article numbers or a product availability indicator is also straightforward.

“We are a very customer-oriented company. In addition to competent advice, we want to give our customers an easy way to contact us, a new purchasing channel and as much information as possible. Having our own web store makes this possible,” says Langer.

“It takes courage to say goodbye to old organizational processes. But it can deliver real economic advantages.

**André Langer, Executive Management**  
**Husemann & Hücking GmbH**



### Benefits of XOM eShop – At a glance

- › Management of orders, customers and generated sales
- › Stock levels, products and price lists automatically uploaded and updated hourly
- › Features tailored for the industry, such as cut-to-length, inclusion of setup costs, customer-specific prices, company-specific article numbers, etc.
- › Detailed product pages with material-specific information
- › Availability and delivery times visible to customers at all time
- › Access to marketing and business data on online customers, helping you identify trends and opportunities
- › Support on marketing the online shop before, during and after launch



## XOM – Smart solutions for buyers and sellers

XOM Materials is the go-to online platform for trading materials such as steel, metals, and plastics. It provides intelligent, ready-made procurement and sales solutions for buyers and sellers aiming to future-proof their businesses. XOM enables customers to digitize easily without having to invest in developing their own technology. Founded in Berlin in 2017, XOM operates from offices in Berlin, Duisburg, and Atlanta. The company employs more than 50 people.

## → Connect

Want to find out more about XOM eShop?  
Contact our Sales Team with your questions, or to schedule a demo.



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