

Bohnenkamp: the full programme at "The Tire Cologne"

12 June 2018 by Bohnenkamp AG

The tyre wholesaler's customers appreciate service, advice and the digital supplement

The Tire Cologne is also a premiere for Bohnenkamp (Hall 6.1, Stand C026 / D029). But being there is not everything. The specialist for tyres and wheels in professional use presents the trade fair audience much more than its extensive brand portfolio and its enormous range of products. "That's our duty as an international tyre wholesaler, so to speak," says Thomas Pott, general sales manager at Bohnenkamp AG. "What our customers have appreciated for decades is our extensive service. That's the icing on the cake that makes the difference. Our success factors are availability and speed of delivery coupled with personal advice, training and the best possible service," adds Pott. At the same time, this is a matter of course for Bohnenkamp: all products for professional use and the highest possible competence from a single source.

Online shop and app: digital supplement for personal advice

A slogan of the fair in Cologne is "digitalisation". At Bohnenkamp, too, everyday work has become digital. The company sees its online shop and its app not as a substitute for personal advice, but as an ideal digital supplement. "We know that personal advice remains a crucial factor. That is why we are represented at this fair by such a strong team. Our new shop app is an additional option for our customers to order quickly, regardless of time and location," says marketing manager Henrik Schmudde. The shop app gives Bohnenkamp customers instant access to the full range and specifications of the products. You can search, find and order directly via match-code, size or article number. At the fair, visitors have the opportunity to test the app in detail. "And they can convince themselves of our personal know-how regarding tyres and wheels for professional use in the fields of agriculture and forestry, earthmoving, industry, truck & transport as well as small and special vehicles. We are, so to speak, a fullliner in the tyre industry with the personal consulting expertise of real specialists in a wide variety of segments," concludes Schmudde.

Full range from 3 to 54 inches - truck and transport with new brands

In Cologne the company is showing a representative cross-section of the more than 10,000 items that Bohnenkamp has on offer - from small implement and hay tyres to state-of-the-art flotation and VF tires, such

as BKT V-Flecto and Alliance Agriflex 772+, right up to special BKT developments for the recycling industry and earthmoving. The examples include the BKT Loader and the BKT SR41 from the Earthmax series.

Above all, Bohnenkamp is presenting new brands and products in the truck and transport sector. The aluminium rims of American manufacturer Accuride complement the current programme, consisting of Windpower's proven products and the Boka Wheel high quality steel wheels. In addition, visitors to the exhibition will see an excerpt from the Onyx brand's new light truck programme in the Bohnenkamp Group range for the first time.

Source: Bohnenkamp Group