

Customer orientation is the focus

LAPP creates a convenient shopping experience with a new Online Shop

Stuttgart, March 07, 2023 – With a completely overhauled Online Shop, LAPP – the global market leader for integrated solutions and branded products in the field of cable and connectivity technology – has been focusing on being even more customer-oriented since January 2023. A user-friendly design, optimum display on all terminal devices and new features for a clear product search guarantee a new shopping experience.

Progressive digitalisation has long since revolutionised trade. Nowadays, companies are more than ever faced with the challenge of aligning technical, organisational, procedural and cultural relationships in the digital market. Even in B2B business, self-service, 24/7 availability, consistent information and a uniform appearance at all points of contact are essential.

As part of the digitalisation strategy at LAPP, the new Online Shop based on state-of-the-art IT technology went live in Germany, Austria and Hungary at the end of January 2023. It replaces the previous solution and is optimised for all devices. In the coming months, the platform will also be rolled out in the Benelux countries, France, the Czech Republic, Poland, Great Britain, Sweden, Denmark, the United States and Canada. This will be followed by Portugal, Spain, Norway, Turkey and Italy, as well as the Asia-Pacific region in 2024. The Online Shop can be reached via the link www.lapp.com.

20,000 standard products around the clock

“With the new Online Shop, LAPP is even closer to its customers and has a consistent appearance as a globally operating company,” said Ulrich Rauner, Senior Vice President Global Digital Sales & Marketing Unit, who was responsible for the project and led it to its end. “With the platform, we are adapting to the changing industry and taking on the challenge of being a trustworthy partner, even for customers who work remotely. This way, our customers remain the focus of our work and we can optimally fulfil their wishes and requirements.” This not only includes the possibility of buying 20,000 LAPP standard products online around the clock, the Online Shop is also the answer to social and industry changes. For example, the proportion of employees working remotely has tripled in recent years. Two-out-of-three companies prefer to be able to use digital self-service and an increasing number of customers are using new technologies when purchasing. In addition, around 30 percent of all purchasing activities can already be automated.

Availabilities, attributes and characteristics at a glance

In addition, the LAPP Online Shop offers customers further advantages for a convenient shopping experience: the integrated Electronic Data Interchange (EDI), i.e. the automated exchange of data, reduces the workload involved in recording and checking business documents. By processing the data directly from SAP, around 40 % of the additional ordering costs can be saved here due to the omission of manual checking and entry. The planned, deep integration of configurators and product finders allows all customers to assemble products according to their needs without much effort and to check their compatibility at a glance. The revised search function – including new filters – allows relevant content to be found faster and also allows for inaccurate or incorrect spelling. Modern renderings show all LAPP products according to their technical description. For example, customers can see at a glance all the single cores

with their exact colours. In addition, availability, product attributes and features as well as prices are each currently visible. International customers also benefit from the possibility of retrieving all content in the local language.

The LAPP Online Shop is based on a thorough testing phase. As early as December 2020, selected test customers from Austria underwent a thorough test of the pilots. Continuous further development of the Online Shop will continue to be an integral part of LAPP's digital strategy, with the aim of continuing to offer all customers a simple and fast shopping experience. In this way, the company has created the conditions for further growth and the integration of future digital trends.

Images and graphics

Alongside this Press Release, you will be provided with digital images in printable resolution. The photos may be used free-of-charge. No graphical editing is permitted, with the exception of extracting the main motif.



New Online Shop!

The new LAPP Online Shop is live.

Photo: LAPP

You can download the image [here](#).

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About LAPP

Headquartered in Stuttgart, Germany, LAPP is a leading supplier of integrated solutions and branded products in the field of cable and connection technology. The company's portfolio includes standard and highly flexible cables, industrial connectors and screw technology, customised system solutions, automation technology and robotics solutions for the intelligent factory of the future, as well as technical accessories. LAPP's core market is in the industrial machinery and plant engineering sector. Other key markets are in the food industry, logistics, as well as the energy and the mobility sector.

The company was founded in 1959 and is still fully owned by the founding family to this day. In the 2020/21 financial year, it generated a consolidated turnover of EUR 1,423 million. LAPP (including its non-consolidated companies) currently employs approximately 4,586 people across the world, produces at 21 international sites and has over 44 sales companies. LAPP also cooperates with around 100 international offices.

Find more information here: <https://lappconnect.lappgroup.com/de/presse>

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