

## Successful start-up from Witzenmann: How the start-up PEDLAR from Witzenmann is revolutionising digital procurement

Time-wasting special requirements orders! What can be ordered online with just a few clicks is usually a lengthy and nerve-wracking process for buyers and specialist departments. The solution? The digital purchasing service PEDLAR - a start-up from the Digital.Lab, Witzenmann's in-house innovation centre, which is now on the market as a venture with partners. With this start-up, the world's leading expert in the safe and efficient management of media and energy for mobility and industry shows how companies with a digital mindset and innovative spirit can break new ground and develop digital business areas outside of their core business.



From left to right: Philip Paschen, COO/CDO of Witzenmann, Christoph Herricht and Marvin Tekautschitz, Managing Directors of PEDLAR, and Michael Schmid, VP Purchasing at Witzenmann.

Digital business models are on the rise and are increasingly becoming a competitive factor. They enable companies to work more efficiently, tap into new markets and offer customer-centred products and services. "Constantly facing new challenges and finding new ways of doing business has always characterised us at Witzenmann," says Philip Paschen, COO/CDO of Witzenmann. Since its foundation in 1854, the company has developed from a jewellery factory into a globally active group specialising in the manufacture of flexible metallic elements. "From the founding of subsidiaries to joint ventures and Europe-wide co-operations: It's fair to say that innovation and entrepreneurial spirit are in the Witzenmann DNA. That's why digitalisation suits us so well. In our Digital Strategy 2025, we have therefore set ourselves the goal of offering our customers a double benefit through digital advantage - we are working on this in our Digital.Lab," says Paschen.

**PEDLAR - the digital shopping service from the Digital.Lab**

How this innovative and entrepreneurial spirit comes together with digitalisation at Witzenmann is demonstrated by the ultra-modern Digital.Lab: a greenhouse and incubator for (business model) innovations. Here, a team of creative minds, accompanied by specialised external consulting companies, works with modern methods for systematic business model development. This is also how the idea for the digital purchasing service PEDLAR for the procurement of indirect requirements via online shops emerged from the everyday purchasing process at Witzenmann. This is because such supposedly simple one-off purchases mean high hidden process costs for larger companies like Witzenmann, as very few online shops cater to the needs of a company. At the same time, lengthy procurement processes increase the potential for conflict between the purchasing department and the specialised departments. The idea behind PEDLAR offers the solution: the digital purchasing service interposes itself between the purchasing department and the supplier and takes care of everything from the request for quotation to the invoice and supplier creation - all in accordance with the company's purchasing specifications. The advantage for the purchasing department: full control with minimal time investment.

**From the idea to founding a start-up**

But an innovative idea alone is not enough. "Founding a start-up is a complex matter with many challenges - especially if the idea is detached from the core business, as in our case. We therefore decided in favour of a minority stake so that the start-up can develop freely and independently," explains Paschen. "It was crucial for us to find the right personalities who are willing and able to manage such a venture and take on entrepreneurial responsibility. In Marvin Tekautschitz and Christoph Herricht, we found two young entrepreneurs with start-up experience through our collaboration with the BRYCK start-up centre, who have been managing PEDLAR as a UG since 7 August 2023."

"For me, PEDLAR is an exciting and promising entrepreneurial project in which I see a lot of potential. The initial test phase has shown that there is a need on the market. That's why we set it up together as a start-up," says Marvin Tekautschitz, Managing Director of PEDLAR. "We see innovation not just as a way to improve processes, but as our driving force to redefine industry standards. We strive to continuously find new ways to offer our customers real added value and exceed their expectations," says Tekautschitz. Until now, the only way to solve this problem on the market was to use a so-called purchasing platform, from whose catalogue a selection of special requirements could be ordered. This is a viable solution when it comes to plannable and unspecific requirements. However, this approach is associated with high implementation costs and offers little flexibility. In contrast, PEDLAR, as a digital purchasing service, offers the optimal solution for unplannable and specific requirements - without implementation effort and with a high degree of flexibility.

"Our experience with customers has shown that the simple handling of our digital purchasing service can save between 60 and 250 euros in process costs per order process. Calculated over a financial year, this can add up to a considerable amount," explains Christoph Herricht, Managing Director of PEDLAR. "We also receive feedback that for most companies, relieving the burden on purchasing is an important factor: no hunting for documents, just convenient ordering from the company's own ERP system." Personalised and individual support and advice ensures transparency. "We want to help companies maximise their cost efficiency, which is why PEDLAR does not have fixed contract terms or hidden fixed costs, but instead focuses entirely on the company's needs," says Herricht.

**Interview offer**

We would be happy to arrange an interview with Philip Paschen, Marvin Tekautschitz and Christoph Herricht. Please get in touch with our press contact (Markus Schaupp).

**The Witzenmann Group**

The Witzenmann Group is the world's leading expert in the safe and efficient routing of media and energy for mobility and industry. Its headquarters are in Pforzheim. With a total of 22 companies in 17 countries worldwide, the family-owned company employs around 4,500 people. Turnover of € 785 million was achieved in 2022.

Innovation, technology and digital pioneering work characterise Witzenmann: The company is the development partner with the world's broadest product range of metal hoses, expansion joints, metal bellows, pipe supports and vehicle parts and offers its customers from a wide range of industries intelligent product solutions and services.

**PEDLAR UG**

PEDLAR UG is an Essen-based digital purchasing service for the procurement of indirect special requirements from online shops. The authorised representatives are Christoph Herricht and Marvin Tekautschitz. Founded in 2023, the start-up employs around 10 people. After a successful start in Germany, the young company is already aiming for internationalisation. More at: [www.pedlar.de](http://www.pedlar.de)

**Further information at:**

	Witzenmann:	<a href="https://www.witzenmann.com/en/">https://www.witzenmann.com/en/</a>
	Innovation:	<a href="https://www.witzenmann.com/en/innovation/">https://www.witzenmann.com/en/innovation/</a>
	Digitalisierung:	<a href="https://www.witzenmann.com/en/digitisation/">https://www.witzenmann.com/en/digitisation/</a>
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### **Images and captions**



Caption: From left to right: Philip Paschen, COO/CDO of Witzenmann, Christoph Herricht and Marvin Tekautschitz, Managing Directors of PEDLAR, and Michael Schmid, VP Purchasing at Witzenmann.

Photo source: Witzenmann GmbH

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