

Schneiof the



website: www.schneider.de

last update: January 2023

target group characteristics

sexcode

companies: 100% (F): 33% (M): 19%

target groups

+ office supplies

+ companies

+ gifts + promotion articles

+ habitation / furnish

product information

The "Schneider Versand" is one of the largest and most successful promotional product distributors in Germany. The company has been active in the market since 1985. "Schneider" maintains subsidiaries in several European countries. The offer made is broad and deep and includes not only office and gift items as furniture, but entertainment and communications electronics, household items, textiles, and a wide range of promotional gifts, which can be printed in their own print shop according to the wishes of the customer. The products are attractively presented on a total of around 400 catalog pages. The offers of the Schneider company are only intended for commercial use.

In the acquisition of new customers, the company relies entirely on direct marketing, because the address list is (almost) won exclusively through mailings to post buying companies. This is evidenced by the good response, whereby many satisfied consignors have already been made with this address list.

acquisition

+ mailings

+ webshop

quality

+ date of purchase

selections and prices

23.735	bus. cl. I. 0-6 mths w/ contact	€ 220,00 o/oo
2.516	bus. cl. I. 0-6 mths w/o contact	€ 195,00 o/oo
11.159	bus. cl. I. 7-12 mths w/ contact	€ 210,00 o/oo
1.613	bus. cl. I. 7-12 mths w/o contact	€ 185,00 o/oo
31.922	bus. cl. I. 13-24 mths w/ contact	€ 195,00 o/oo
4.817	bus. cl. I. 13-24 mths w/o contact	€ 170,00 o/oo
1.014.512	bus. cl. older than 24 mths w/ contact	€ 185,00 o/oo
960.945	bus. cl. older than 24 mths w/o contact	€ 160,00 o/oo
265.286	prospects in total	€ 150,00 o/oo

selection improvements

number of employees	€ 25,00 o/oo
industry (WZ-Code)	€ 25,00 o/oo
companies-multibuyers plus	€ 25,00 o/oo

conditions and additional costs

basic selection/provision costs

€ 11,00 per tsd. min. € 200,00

€ 40,00 flat

minimum order quantity

5.000 addresses

minimum invoice amount

70 % of delivery quantity

additional costs:

flagging

€ 130,00 flat

express delivery costs

€ 75,00 flat

additional selection fee Schneiof the

€ 25,00 per tsd.

GDPR compliant delivery of curr. suppressions

€ 75,00 flat