



#### INTRODUCTION

Digitalisation has revolutionised customer relations. It has opened up all-new ways for manufacturers and dealers to interact, communicate and stay connected. For dealers, the additional value and benefits are essential for facing market challenges, convincing customers and positioning themselves against the competition.

Thanks to our years of experience, LUKAS can support you as a customer and provide you with future-ready solutions that go far beyond just products. We want to help both dealers and users become more successful digitally too, with NEXT LEVEL SOLUTIONS.

In this brochure, we will tell you all about:

- The LUKAS Standard 360° data package for greater efficiency, sales and customer loyalty
- How to create value by focusing on the transfer of knowledge, with practical training for dealers and customers either in person at your or our premises, or digitally through webinars
- How specialist retail ranges can deliver better product variety and availability

We look forward to shaping your future and ours together.

J. Voll

Isabel Noll Managing Director









"LUKAS UNDERSTANDS WHAT DEALERS NEED TO PRESENT PRODUCTS IN A WAY THAT APPEALS TO CUSTOMERS."

(D. Marold, Reidl GmbH & Co. KG)



# TAKE THE FUTURE INTO YOUR HANDS TODAY LUKAS at the cutting edge of a global industry

As a technological leader in the market for milling, grinding, polishing and cutting system solutions, LUKAS-ERZETT GmbH & Co. KG specialises in the production and sale of milling, grinding, polishing and cutting tools, power tools and a comprehensive range of accessories, and in providing the associated consulting services. LUKAS would also like to offer dealers the best conditions for presenting LUKAS products with the greatest possible depth of information in tune with the times.

All of the products that we make and sell offer outstanding quality. Powerful, durable and extremely ergonomic, they deliver excellent results in a variety of high-precision processes.

We aim to combine quality and reliability with the answers to the questions of the future. That is why we always look out for the latest technologies and developments from a range of industries. This focus gave us the lead early on in the market and still does to this day.

We are internationally active, with branches and representatives in Europe, America, Asia, Africa and Oceania. With over 80 years of experience, we produce system solutions for industries ranging from automotive, aerospace and energy to construction and tradespeople.

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# THE LUKAS Standard 360° Data Package

PARTNER TO THE RETAIL TRADE: BOOST EFFICIENCY, SALES AND CUSTOMER LOYALTY WITH COMPREHENSIVE TOOL AND PRODUCT DATA

## ACHIEVE YOUR FULL POTENTIAL

Sales through online platforms and shop systems have been rising for years in virtually all industries. It is therefore no surprise that these channels are increasingly being used to sell professional tools as well. More than anyone else, professional tool users in industry are repeatedly buying material on online stores or platforms. And this trend is set to continue. Thus, it is not surprising that specialist retailers are increasingly focusing on selling through their own online shop or online marketplaces.

Serving customers well and offering them a superior customer experience is all about providing the right data about products, services and potential applications. But unfortunately, this is often a painstaking process that requires a deep understanding of both technology and customers.

## IMPROVE YOUR WEB SHOP WITH THE LUKAS STANDARD 360° DATA PACKAGE

As a partner to retail, LUKAS always aims to make it easy for you to present our products in a modern way with the perfect amount of information. The free LUKAS Standard 360° data package gives you the latest information about all the items in the LUKAS catalogue ready for your online shop or product database, and with a level of information that only LUKAS can offer.





# TESTIMONIAL

"Downloading the data package was really simple. The contact form and fast service helped us save time later on when exporting the data."

Daniel Leismann Score Handels GmbH & Co. KG



# Contact

# REQUEST THE LUKAS STANDARD 360° DATA PACKAGE NOW

Would you like to find out how LUKAS' comprehensive product data can help you make your online platforms even better? Then get in touch with our data managers: by phone, email or using our contact form.

#### Contact:

T +49 2263 84-451 OnlineService@lukas-erzett.de

Simply scan the QR code and fill out the contact form straight away.



# Requirements

# CONDITIONS FOR RECEIVING DATA

- 1. Business relationship (offer from LUKAS)
- 2. Signed agreement on the use of LUKAS advertising material (provided by LUKAS)
- 3. Data usage form on our website



Scan the QR code now to fill out the form digitally!

# TEST THE LUKAS STANDARD 360° DATA PACKAGE

Sample download

a sample of our LUKAS data. The data is available in the standard formats such as BMECat 2005, BMECat 1.2, CSV and XLSX so that you can integrate it easily into your ERP, PIM or shop system.





# THE LUKAS STANDARD-360° DATA PACKAGE IN BRIEF

The LUKAS Standard 360° data package also gives you the following information for every product:

- Price (RRP)
- Reference items
- GTIN/EAN code and customs tariff number
- LUKAS group/category
- Keywords (min. 10)
- Marketplace categories: eBay, Amazon, Conrad, Real and Yatego
- Packaging unit
- Several ECLASS classifications
- UNSPSC classification

# LUKAS PRODUCT DATA – AN UNBEATABLE FOUNDATION FOR MORE EFFICIENCY, SALES AND CUSTOMER LOYALTY

#### ENGAGING PRODUCT COPY

Our texts are aimed directly at your customers. They explain the benefits, added value and special features of the respective product quickly and simply.

#### ALL DIMENSIONS AT A GLANCE: TECHNICAL DRAWINGS

Judging the size of any kinds of tools from images can be difficult. That is why we created individual product diagrams and technical drawings with dimensions for almost all of our products. We provide these to you so that your customers always know all the important measurements.

#### MACHINE ICONS FOR TOOL USE

Our clear machine icons show customers the power tools on which they can use the respective tool.

#### CREATING CLARITY WITH THE LUKAS EVALUATION SYSTEM

We have organised our products into a single evaluation system with four clear criteria: work speed, service life, surface quality and handling/ergonomics. These criteria clearly illustrate the features of the respective LUKAS tool, allowing customers to judge for themselves which product is best for their goals and expectations. We provide our evaluation system as a .jpg file together with further informative product images, and can easily integrate these in your shop.

## TESTIMONIAL

"LUKAS has created a great template here. The content of the data package is complete and contains all the information needed to publish a catalogue online."



Markus Renz, Purchasing Manager – ABC Tools S.p.A.



# WHAT THE LUKAS DATA PACKAGE OFFERS

# DESIGNED FOR ONLINE CUSTOMERS

Our data is specially designed and optimised for online shops. We collaborated with the leading online retailers and an innovative PIM provider to analyse and prepare the most important product data. This means we can offer the exact data that your target customers look for.

# THE FULL RANGE OF LUKAS PRODUCTS

Our current LUKAS Standard BMEcat contains a total of 3,500 items with excellent data quality. You are therefore certain to find something for your shop. By the way, We also keep these products in stock so that you can get even large quantities delivered quickly.

# TESTIMONIAL



"LUKAS understands what we as dealers need to present products online in a way that appeals to customers. Best of all, they do almost all the work for us. This makes it easier for us to generate more sales. In terms of data quality and scope, LUKAS is one of the best in the business."

#### Dominik Marold,

strategic purchaser for Reidl GmbH & Co. KG and for construction machinery of the Beutlhauser Group, specialising in digitalisation and data management



#### HIGH-QUALITY INFORMATION DELIVERS GREATER SALES

The high quality of the data enhances the user-friendliness of your online shop: Your customers get precisely the product information they need and are looking for. By combining engaging text with clear images and icons, it shows the most important information at a glance. This means that instead of looking for more information sources, your customer stays on your shop site and purchases the products they need there.

# LUKAS DATA CAN MAKE YOU FASTER AND MORE EFFICIENT

LUKAS offers uniquely comprehensive and informative product data that helps you generate more sales from your existing product range and grow into new markets quickly and easily. You can also benefit from cross-selling of accessories and associated products, thereby achieving greater margins.





## STANDARDISED FORMATS FOR QUICK SET-UP

The use of conventional formats (BMECat 2005, BMECat 1.2, CSV and XLSX) allows you to quickly incorporate the LUKAS Standard 360° data package into your ERP, PIM or online shop.

# HIGH DATA QUALITY HELPS YOU SAVE TIME

Thanks to the high quality of the LUKAS data, you no longer have to waste time on painstaking data cleansing and tasks such as creating product photos, technical drawings and texts.

# **Comparing LUKAS data quality with the competition**

# MASTER DATA

This includes all of the product data that customers need to make an order, such as the product number, brief description, customs tariff number and land of origin. Both LUKAS and competitor products are of a similarly high standard here.

# MEDIA

All images of the product (e.g. photos taken from different angles, application images, technical drawings or machine compatibility). Competitors are only able to make use of around a third of the available options. LUKAS provides you with all media.

# FEATURES

This category covers the various technical characteristics like the tool's shape and dimensions. Unlike the competition, LUKAS places special importance on the marketing features that really matter in online retail, such as copy about the product benefits and added value, a marketing claim and a clear evaluation system.

# ADDITIONAL INFORMATION

Additional product information covers things like data sheets, safety instructions, references and cross-selling information. LUKAS provides virtually every kind of additional information available. Among competitors, this element receives much less attention.

## NUMERICAL VALUE

Proportion of utilised data options in the individual categories (as a percentage, average value for a single product).



Data quality in the LUKAS Standard 360° data package



Competitor's current data quality (February 2020)



# LUKAS KNOWLEDGE TRANSFER

BENEFIT FROM OUR TECHNICAL AND INDUSTRY KNOWLEDGE EITHER IN PERSON OR DIGITALLY THROUGH OUR DEALER, CUSTOMER AND PRACTICAL TRAINING.



MILLING • GRINDING• POLISHING • CUTTING • CUSTOMISED TOOLS

#### CREATING ADDED VALUE FOR THE CUSTOMER

Do you want to stay up to date with the latest developments, find out about new technologies and tool applications, or simply find inspiration? We can help you, your customers and ours with our tailored tool seminars and training sessions, held either at our own technology centre with practice area, a location of your choice or online.

During these events, we present the latest innovations, introduce you to new technologies and show you how to get the best from LUKAS tools. And it does not end there – our application and design engineers also work together with you to find solutions for special applications, with expert advice that is tailored to you. You can also put our products through their paces and see how they are produced.

Our experts will be happy to share their knowledge and experience with you. Simply choose the right seminar or training event from our constantly expanding selection or get in touch with us. We would be happy to tailor our training to your needs.



# First-hand industry knowledge and the latest tool innovations

What do tool buyers expect today? How are the various products used? How can LUKAS' wide range of tools help users overcome challenges in different industries? What are the decisive factors and arguments that can influence purchasing decisions? Stay up to date and benefit from our expert knowledge in our dealer training events. You can also try out LUKAS tools yourself.

# Find out how to get the most from your tools

Learn how to use LUKAS tools for best results through a combination of theory and practice. Discover what they have to offer and find out how you can master any task. Our experts will be happy to answer your questions, discuss your challenges and find solutions together with you.





# We come to you with our fully equipped LUKAS mobile

Our LUKAS mobile contains everything you need for a professional tool seminar. In addition to quick staff training or application seminars at your location, it is also perfect for solving application problems, comparing performance characteristics or even improving your production processes. We would also be happy to support you at sales events or dealer trade fairs. We love a challenge.

# LUKAS INDUSTRY DAYS

# By professionals for professionals discover our tools and overcome challenges

Put our tools to the test and find out about the wide range of applications. Our application engineers can show you why LUKAS tools have a reputation in industry as problem solvers, and how you can use them in an efficient and cost-effective way.





# LUKAS WEBINARS: Bite-size expertise

# AN OVERVIEW OF OUR WEBINARS

- Free of charge for you
- Knowledge in 45 minutes
- Participate from home
- Professional set-up, including various camera angles
- Open to everyone
- Watch tools in action live
- Exciting presentations

- Theory and practice combined
- Chance to ask questions
- Tips and tricks from the experts
- Constantly changing topics
- Customised events to fit your needs and wishes

# The easy way to learn

Do you want to stay up to date with the latest developments, find out about new technologies and tool applications, or simply find inspiration? We can help you, your customers and ours with tailored tool seminars and training sessions in digital format. Our experts will be happy to share their knowledge with you on a variety of topics.



# **Theory and practice combined**

During these events, we present the latest innovations, introduce you to new technologies and show you how to get the best from LUKAS tools. Let our application technicians and development engineers demonstrate our products live and provide answers to your questions.



# online, but with a personal touch The right knowledge for you, live!

Choose the webinar that best fits your needs from our selection. Find out how to best process weld seams, for example, or what to bear in mind when cutting, along with lots of tips and tricks for milling. We are constantly updating and expanding our range of webinars. We can also adapt our standard events to your needs and wishes, and can agree on individual dates with you.



# EXPERT KNOWLEDGE IS JUST FOUR STEPS AWAY! How-to: webinar registration

Are you interested? Would you like to register for a free LUKAS webinar? You can find the dates and more information about the individual german speaking webinars on our webinar page.

#### lukas-erzett.com/de/service/webinare/

To request an english speaking webinar, please contact **le@lukas-erzett.com** and write "english speaking webinar" in the subject line.

# TAKING PART COULD NOT BE EASIER:

- 1. Register
- 2. Receive the link
- 3. Log in
- 4. Take part





Scan the QR code and register for our german speaking webinars now!



# F X in LUKAS ONLINE

## ALWAYS STAY UP TO DATE: LUKAS ON FACEBOOK

Get the latest information about our trade fairs, new products and everything that is going on in our company. Our Facebook page provides the latest news, reports, videos and images from the world of tool production. Simply give us a like and you will never miss a thing.

facebook.com/LukasErzett/

# EVERYTHING YOU NEED TO KNOW ABOUT LUKAS AND OUR TOOLS

Are you looking for information about our products, want to find out about our specialised industrial solutions, or just need the right contact partner in your sales area for questions? Our website has all the information you need. Here you will find everything you need to know about our products and services.

#### lukas-erzett.com

# OPTIMISED PROCESSES For on-demand delivery

STATE-OF-THE-ART LOGISTICS AT LUKAS – FAST, FLEXIBLE AND ON TIME



Our headquarters in Engelskirchen is also home to our largest and most modern logistics centre. With a total floor area of 5,500 m<sup>2</sup>, we have been operating here since 2010.

- FAST Our perfectly organised shipping agents ensure quick delivery.
- ON TIME Our cutting-edge logistics centre means you are sure to get your tools when you need them.
- FLEXIBLE Our clever logistics system keeps the shelves fully stocked at all times.

5,500 m<sup>2</sup>



# TAKE ADVANTAGE OF THE LUKAS SERVICE For Retailers

**RETAIL TRADE SELECTION** 

As retailers, you know exactly what your customers want. Therefore you want to present and sell LUKAS products in a way that speaks to your customers.

We have just the right thing for you: the LUKAS presentation will help you ramp up your sales of industrial tools for cutting, milling, grinding and polishing in the long term.



## THE LUKAS DISPLAY WALL

Stable self-supporting presentation stand with perforated panel. Assemble your own individual display panel with hook hangers for Euro hole packaging, hook hangers for all products with a hole, a brochure dispenser for further information or suspended shelves for boxes to display products in a coordinated look.

## CARDBOARD COUNTER DISPLAY FOR CUTTING DISCS OR MOUNTED FLAP WHEELS

Presentation aid with quick assembly for presenting unique Lukas mounted flap discs or cutting and grinding discs on your sales counter. Available for tools measuring 115 mm or 125 mm in diameter.

#### COUNTER DISPLAY FOR TUNGSTEN CARBIDE BURRS

Lockable display for the presentation and individual sale valuable LUKAS carbide burrs with a 3 mm or 6 mm shank diameter. Place it on your sales counter or shelves.

#### OUR INDIVIDUAL PACKAGING

Eye-catching and informative individual packaging for the most popular LUKAS tools such as mounted flap discs from the patented iQ series, tungsten carbide burrs, mounted flap wheels with shanks made of abrasive material, abrasive fleece or a combination of the two, as well as our mounted points assortment for steel or stainless steel. All of these are individually packaged and come with a Euro hole, available for your customised "display module" just like our cutting discs, diamond cutting discs, grinding discs and conventional mounted flap discs (we simply call these flap discs), which you can simply hang on the display by their hole.

#### BURRS

Our popular burrs in practical retail packaging. **Page 329** 

#### MOUNTED FLAP WHEELS

SFL, SFV and SFM mounted flap wheels in retail packaging for a wide variety of applications. Pages 331/332

#### **DIAMOND CUTTING DISCS**

The efficient diamond cutting disc for the construction site and the inexpensive option for cutting tiles in retail packaging. **Page 333** 

COUNTER DISPLAY, LOCKABLE For the presentation and individ-

For the presentation and individual sale of LUKAS burrs. Place it on your sales counter or shelves. Page 328



**DISPLAY WALL** Appeal to customers directly with LUKA products. Page 326

# **CUTTING DISC SETS**

Various cutting disc sets in high quality, practical and secure metal boxes. Page 327

## MOUNTED POINTS SELECTION

Mounted points in various shapes in retail one packaging Ideal for letting your customers test our product. Page 330

tively presenting practical LUKAS retail trade products, many other LUKAS tools can also designed perforated wall. Select suitable products from the overview below and design

#### **COUNTER DISPLAY** Counter display for up to 10 metal boxes LUKAS cutting disc sets for direct dispensing to customers.

Page 326

LUKAS

#### DISPLAY ACCESSORIES

# **Presenting LUKAS tools made** easy and attractive

#### LUKAS PRODUCT HIGHLIGHTS FOR YOUR DISPLAY WALL

Milling tools	Page 43
HZB special drill	Page 61
diamond dry drill	Page 61
diamond core drill	Page 63
P6PT assortment	Pages 117-119
Assortment of small soft elastomer polishing points	Page 123
iQ series tools	Pages 134-151
Additional mounted flap wheels	Pages 152-161
mounted flap wheels	Pages 164-180
LSL, flap wheels in abrasive cloth with thread	Page 182
Fibre discs with backing pad	Pages 236-241
cutting discs	Pages 244-259
diamond cutting discs	Pages 260-267
grinding discs	Pages 270–281
ASVT grinding disc	Page 287

All products can be found in the "Product range 2020/2021" catalogue on the indicated pages. ™ oSA \_

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# Cutting disc set 3-star





protected from dampness





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The practical packaging for construction sites etc. • cutting disc in metal box

- securely packaged
- protected from dampness



# Cutting disc set 2-star





The practical packaging for construction sites etc.

- cutting disc in metal box
- securely packaged
- protected from dampness



# Cutting disc set 1-star





# Counter display for<br/>tungsten carbide burrs★☆☆

- for the presentation and individual sale of LUKAS carbide burrs with a 3 mm or 6 mm shank diameter
- Iockable display
- also fits into shelves



# ZX Universal burr





- the all-round burr for universal applications
- With cross cut for high performance
- in retail packaging

# Ceramic mounted points

 $\star \star \star$ 



- maximum sharpening and hardness with ceramic self-sharpening effect
- 5 different shapes for fast tool changing
- impressive tool life
- high and fast removal rate, especially on hardened surfaces, scale, hard coatings and reinforced weld seams

in retail packaging



# **Steel mounted points**

★★☆ ∎⊂⊂⊡ vsi

- top results with regular aluminium oxide, on structural steel, when rough grinding and sanding
- 5 different shapes for fast tool changing
- extremely hard and sharp for an impressively long tool life
- also machines hard materials efficiently
- in retail packaging



∘<u>S</u>∔

SFV

Ø 40 mm













# Ideal for use on construction sites

# LUKAS DIAMOND CUTTING DISCS FOR EFFICIENT USE



FC7 diamond cutting disc



# Blue Cut S10 diamond cutting disc



excellent value for money

in retail packaging



# FC7 diamond cutting disc

especially popular on construction sites



- especially popular on construction sites
- excellent value for money
- in retail packaging



# PRODUCTION AND SALES LOCATIONS





3 Clough Road Severalls Business Park Colchester CO4 9QS Essex · UK Phone +44 1206 751500 Fax +44 1206 751212 abrasives@kaysongreen.co.uk

## LUKAS CZ spol. s. r. o. Tovární 478 35134 Skalná, Czech Republic Phone +420 357 070600 Fax +420 357 070613 obchod@lukascz.cz www.lukas-erzett.com

LUKAS-ERZETT GmbH & Co. KGLUKAS AIC/ Violeta, 1 Pol. Ind. El Lomo1288 Harr28970 Humanes de Madrid, SpainDriehoekPhone 900 974 9241401 GerrFax 900 974 925Phone +2le@lukas-erzett.deFax +27 1

LUKAS ABRASIVES SA (PTY) LTD. 1288 Harriet Avenue Driehoek 1401 Germiston, South Africa Phone +27 11 8251550 Fax +27 11 8720144 abrasives@lukas.co.za

www.lukas.co.za

# LUKAS-ERZETT GmbH & Co.KG

Beijing Representative Office Room 2228 · 19th Floor C-King Appartment No. 19 Madian East Rd. 100080 Haidian District Beijing Phone +86 10 82961338 Fax +86 10 82800015 beijing@lukas-erzett.com.cn

## LUKAS Tools Trading Shanghai Co. Ltd. In German Centre Unit 313 B · Block 2, Tower 1 88 Keyuan Road Zhang Jiang Hi-Tech Park Pudong New District 201 203 Shanghai Iukas-trading@lukas-erzett.com