

A CENTURY OF EXPERTISE!

100% MILE STONES W Y

Passt immer!

100 YEARS
HERTH+BUSS

FAMILY
PARTNERSHIP
INNOVATION

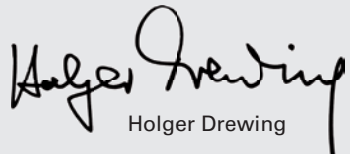
100 YEARS OF IMPRESSIVE TEAMWORK IN THE AUTOMOTIVE AFTERMARKET!

Recalling the milestones in our company history, emphasising the successes we have achieved together over the years and at the same time highlighting the opportunities that exist for the future – that was the motivation behind this magazine and the celebrations to mark our 100th anniversary.

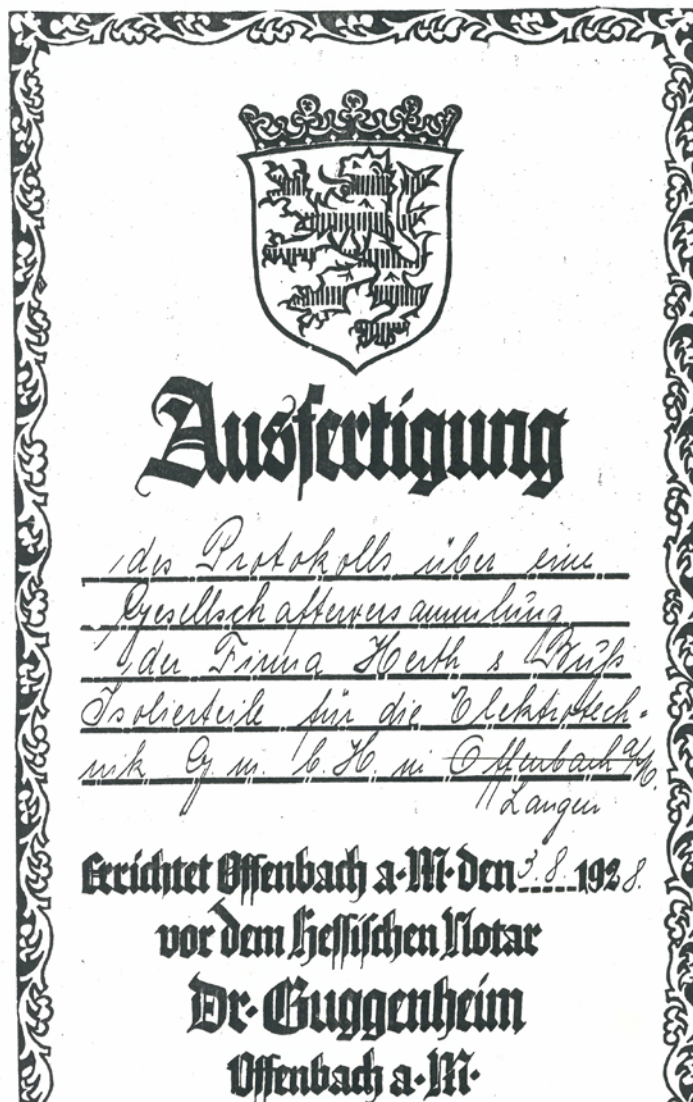
Behind our name Herth+Buss are 100 years of company history and more than 300 employees who make us unique and contribute to our success story.

We hope you enjoy this journey back in time!

Yours,


Holger Drewing


Jens Drewing

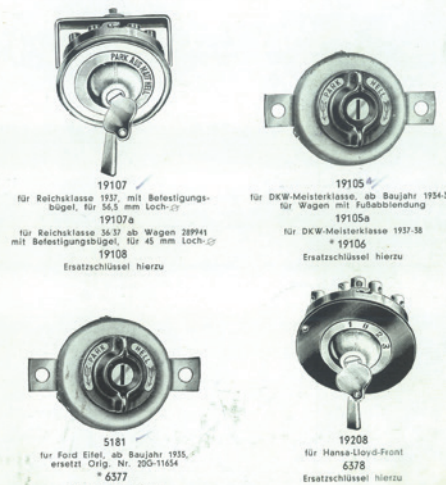


Notarial execution of the registration as a company from 1928.

CONTENTS

1925 – Company is founded	Page 6
1928 – Wilhelm Meffert receives shares in the company	Page 6
1932 – Wilhelm Meffert takes over all shares	Page 6
1934-1939 – The first catalogues	Page 7
1939-1945 – Second World War	Page 7
1949 – Move to Offenbach	Page 7
1949 – On the road to success: the company expands!	Page 7
1951 – A smash hit	Page 8
1958-1962 – Dr. Rainer Drawing becomes Managing Director	Page 10
1965 – Preparations for the move to Heusenstamm	Page 12
1967 – A new start in Heusenstamm	Page 12
Logistical milestones	Page 14
1981 – The launch of the Nipparts range	Page 16
Trade fairs back then: simple, labour-intensive and personal	Page 17
1992 – Ralf and Holger Drawing take over the management of the company	Page 19
Interview with Holger Drawing	Page 20
How our range has evolved over time	Page 22
The birth of our Elparts and Jakoparts ranges	Page 25
Vehicle electrics, wearing parts and vehicle diagnostics – a comprehensive portfolio	Page 26
Customer service: top priority	Page 26
Herth+Buss field service team: out visiting companies on site	Page 29
Trade fairs today: a modular concept for a bespoke approach	Page 31
New builds, conversions, extensions – how our logistics have changed in line with company growth	Page 32
Herth+Buss International: our strategy to succeed on the global market	Page 36
Partnership and innovation: our recipe for success in the future	Page 38
Sustainability and social responsibility as part of our corporate philosophy	Page 40
Get to know our owners: Holger and Jens Drawing	Page 42
In memory of Ralf Drawing	Page 44
This is Herth+Buss for our employees	Page 46

Schaltkästen



1925

Company is founded

Philipp Herth and Jakob Buss founded their family-run company Herth+Buss on 29 June 1925, locating it on August-Bebel-Str. 8 in Langen. In doing so, they fired the starting gun on the company's success story. The two men – electrical engineer and businessman by trade – started the business in difficult circumstances. The First World War was over and the automotive industry was slowly getting going in Germany.

In addition to the motorcycle industry, a number of well-known companies were already delivering vehicles off assembly lines in Germany, including Mercedes, Opel and BMW. There was also increasing competition from abroad. Countries such as the UK, France, Italy and the USA were supplying parts to the market. At that time, however, only German manufacturers were permitted at the 1925 Motor Show.

Herth+Buss initially focused on the production and sale of slip rings, current collectors, distribution plates for magnetos and flywheel magnets for domestic and foreign ignition systems.

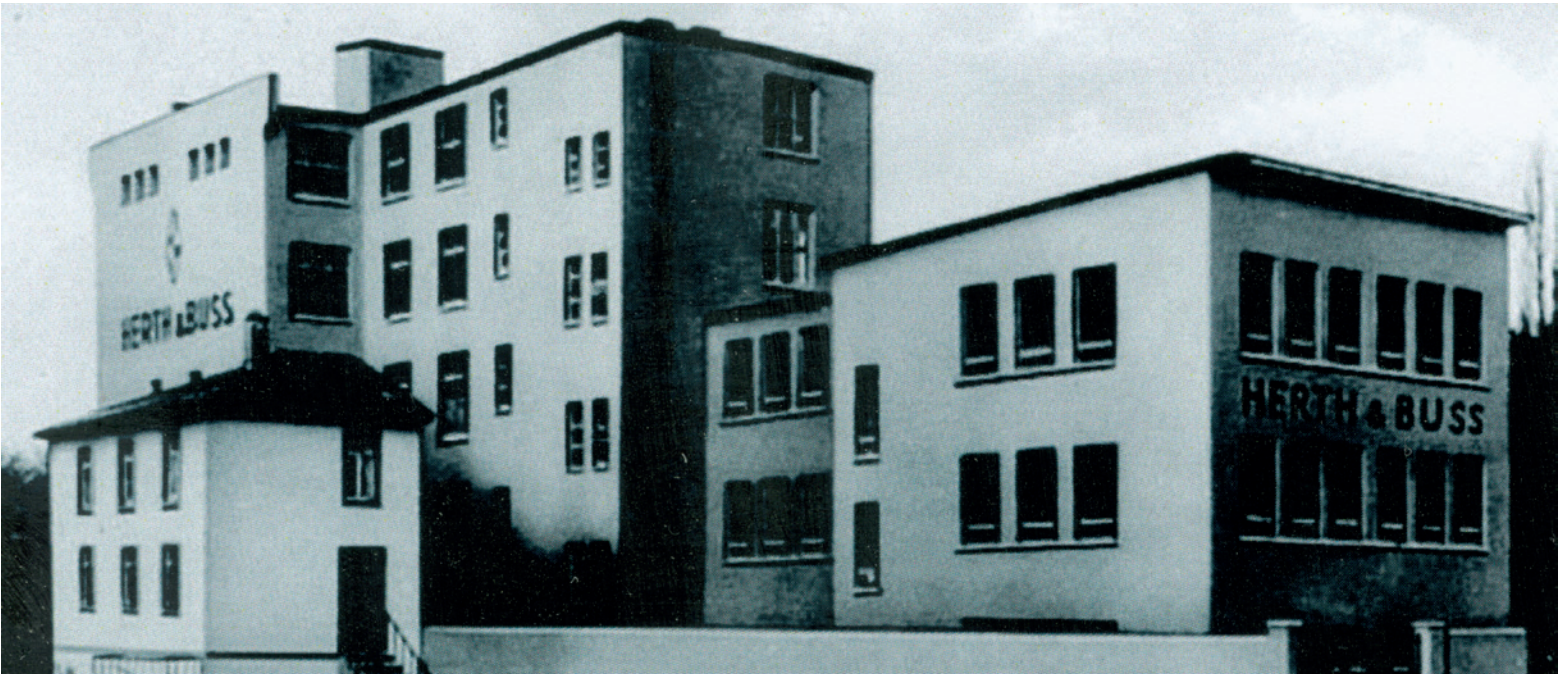


1932

Wilhelm Meffert takes over all shares and relocates the company headquarters to Offenbach

In 1932 Meffert took over the remaining shares from Jakob Buss, making him the sole owner of the company. He quickly deployed a field service team in order to raise awareness of the products and boost the company's relatively low turnover and production figures. At this time, the company headquarters was also relocated to Offenbach, marking a significant step in the expansion and development of the company. Back then, the product range also consisted largely of tools and this shaped the company's current mission: "We are problem-solvers for workshops". In addition to the traditional workshops that focused on wearing parts, there were also already workshops that were specialists in repairing automotive electrics.

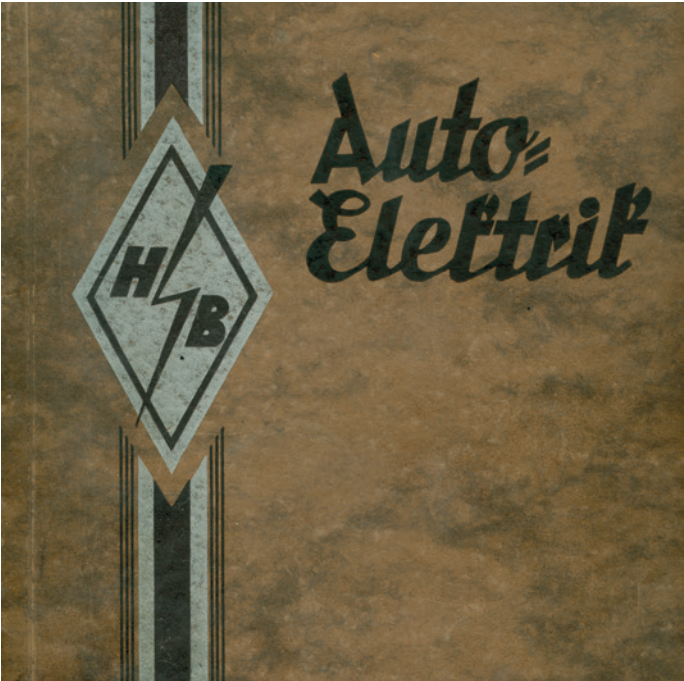
At this time, the industry switched from magneto ignition to battery ignition systems, which was accompanied by the development and supply of the associated spare parts for German and non-German vehicles. Motorisation was in full swing from 1932 onwards, with the mass production of cars receiving government support.



1928

Wilhelm Meffert receives shares in the company

Just three years later, Herth left the young company and his shares were taken over by Wilhelm Meffert, the grandfather and great-grandfather of Holger and Jens Drewing, the current Managing Directors.



1939-1945

Second World War

On 18 March 1944 Herth+Buss was almost completely destroyed in an air raid. The company's production facilities, warehouses and stock suffered severe damage. The buildings were subsequently repaired and fitted out as a temporary, makeshift solution. However, until the currency reform, the company was only able to operate under very rudimentary working conditions.

1949

Reconstruction & expansion

After the war, Herth+Buss was rebuilt, production resumed in Offenbach, and visits to and deliveries to customers and workshops took place again as usual. Spare parts were difficult to obtain, especially

1934-1939

The first catalogues

1934 saw the publication of the first major catalogue, which paved the way for Herth+Buss to break through in the market. A number of insulation parts from this catalogue are still available today in our Elparts range. After the fall of the Berlin Wall, some old catalogues could still be found at automotive electrics workshops in the East. Herth+Buss quickly gained recognition thanks to this catalogue and the use of its own field service staff as well as agencies outside Germany (Switzerland, Austria, CSSR, the Netherlands and Belgium). The parts were produced in-house or manufactured outside the company using its own tools. Herth+Buss published an additional catalogue in 1939, expanding its range to include an extensive range of special tools plus testing units for automotive electrics.



shortly after the Second World War. Some customers even travelled from afar to pick up their spare parts in Offenbach themselves.

On the road to success: the company expands!

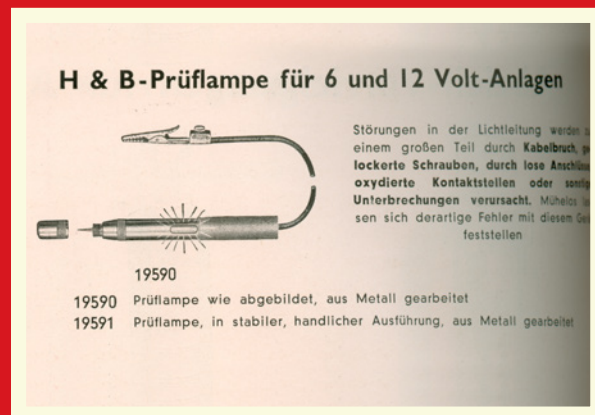
An adjacent site was purchased and the buildings were linked to one another. In the post-war years, the company didn't just sell spare parts for automotive electrics for the German and international markets, it also built up a wide range of testing units in its own workshop. Diesel pump test rigs, diesel nozzle testing units, alternators and starter motor brake test rigs were all produced and offered worldwide. Devices were supplied to Asia and Africa in the form of foreign aid, and the technicians there were supported with manuals and training courses.

Bruno Kierdorf, Managing Director of the technical school for master craftspeople in the town of Heide in Holstein, developed a support programme with technical literature and manuals together with strong support from Herth+Buss. Kierdorf was a sought-after trainer in the industry at the time. His technical school for master craftspeople was in great demand by prospective master mechanics. Anyone who could not be trained up in their own company attended this school.

1951

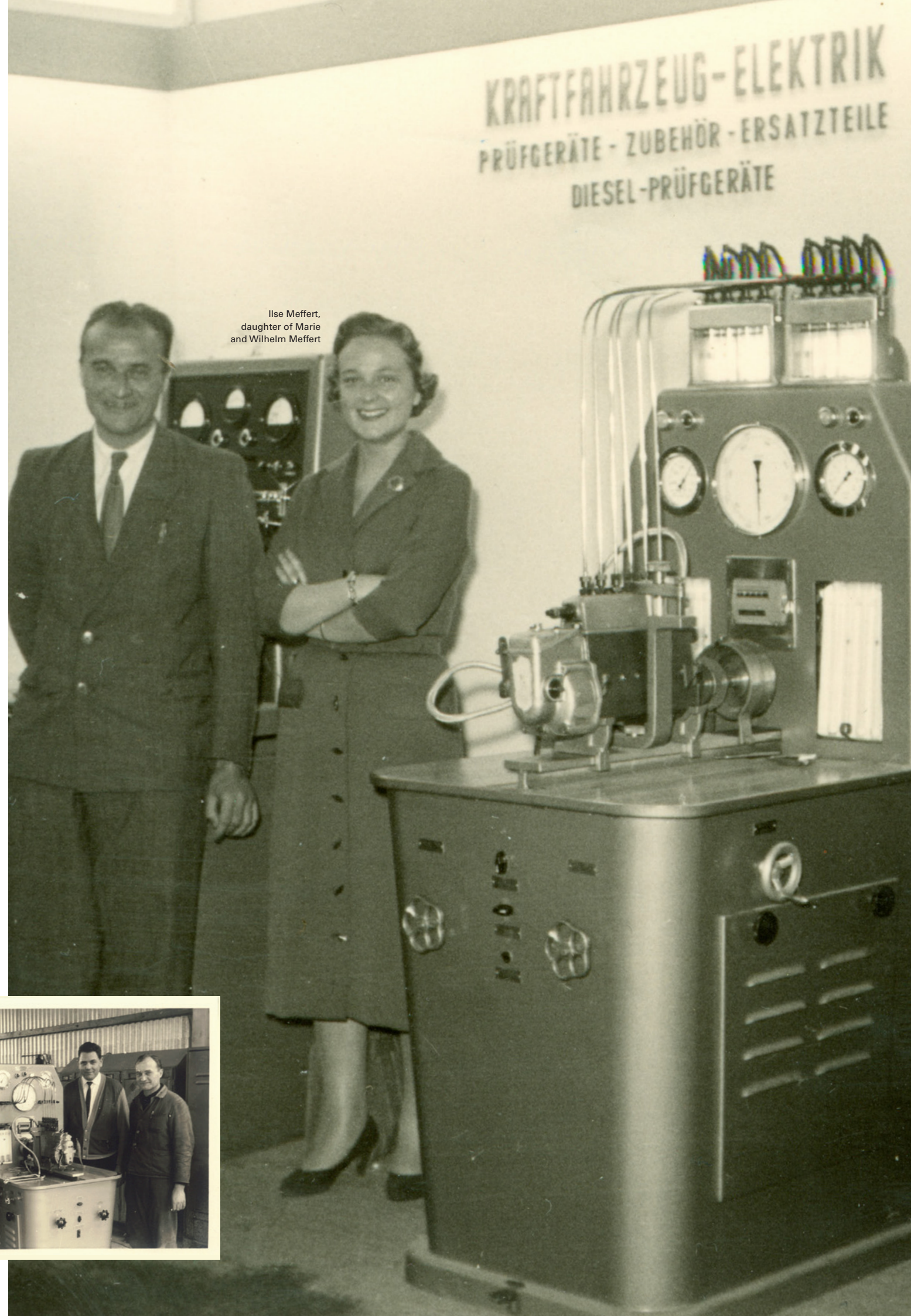
A SMASH HIT

Today, Herth+Buss is known for solutions including its range of Diagnosis on Demand (DoD) services and AUTEL diagnostic devices. The Herth+Buss 6-24 volt test lamp is often referred to as the predecessor of today's diagnostic devices on cars.



IT WAS A SMASH HIT THAT COULD BE FOUND IN ALL AUTOMOTIVE ELECTRICS WORKSHOPS ACROSS THE GLOBE. UP TO 40,000 UNITS WERE ASSEMBLED EACH MONTH – IN SOME CASES BY EMPLOYEES WORKING AT HOME.

Herth+Buss offered spare parts and accessories for automotive electrics from renowned parts manufacturers.



Switches, flashing indicators, direction indicators, lighting, ignition systems, starters, alternators, battery accessories and installation materials were all part of the range.

The catalogues grew, ...



... and so did the trade fair booths at the IAA.

Many manufacturers, including SWF, Stribel, KOSTAL Kontakt Systeme, Merit and Wehrle sold their parts worldwide, in some cases with exclusive sales rights. Delco Remy, Prestolite, Wico, Leece Neville for America, Lucas CAV for the UK and Paris Rhone, Ducellier and SW for France were strong partners.

The spare parts were used by all automotive electrics workshops.

1958-1962

» DR. RAINER DREWING BECOMES MANAGING DIRECTOR

Ilse Meffert, the daughter of Wilhelm and Marie Meffert, got to know Rainer Drawing through mutual friends. He was studying economics in Marburg at the time. Together with his brother Günther, he built up a beverage company there which gave him his first taste of retail and sales. Ilse's parents were delighted as they could already see their future son-in-law working passionately at the family company.

Dr. Rainer Drawing
Father and grandfather
of the current
managing directors
Holger and
Jens Drawing.



Wilhelm Meffert died unexpectedly in February 1961. The new owners, Marie Meffert and daughter Ilse Drawing, appointed Rainer Drawing as Managing Director, and he took over responsibility for the company together with the long-standing authorised signatories Kirchdorfer and Hainz.

OVER ALL THESE
YEARS, MARIE
MEFFERT WAS
ALWAYS KNOWN
AS THE **"HEART
AND SOUL"** OF THE
COMPANY AND
WAS AN IMPORT-
ANT ANCHOR FOR
THE TEAM.

The couple married and in 1958, Dr Rainer Drawing joined the company as the son-in-law of Wilhelm Meffert.

Ilse Meffert,
daughter of Marie and
Wilhelm Meffert.



She trained in the Accounting department at the time and worked there until the end of the 1960s.

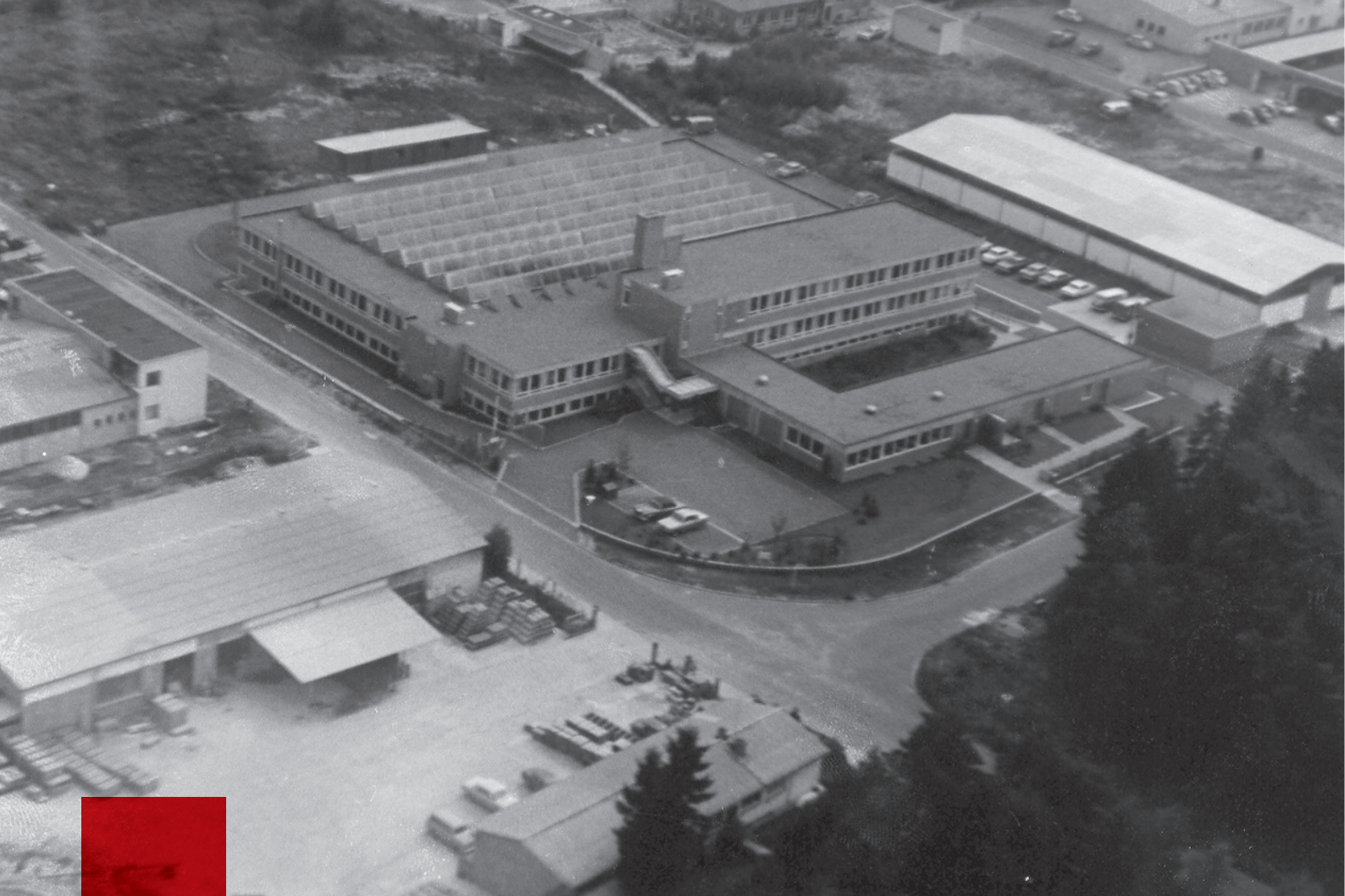
Rainer Drawing spoke French due to his captivity as a prisoner of war in France. The French market was his pet passion from the very beginning. Michael Schütz, Head of Sales and Marketing, still remembers his interview and joked: "I'm only at Herth+Buss because I learnt French at school – I scored some Brownie points there!"

Ilse Meffert was the mother of our current Managing Director Holger Drawing.

Herth+Buss – a family business since the very beginning!

The former owners Marie Meffert
and her daughter Ilse Drawing.





1965

Preparations for the move to Heusenstamm

In 1965 architectural practice Didden + Mohring was commissioned to look into expansion possibilities so that the company could cope with the enormous increase in demand at the Offenbach site. Ultimately, it was deemed non-viable to expand on site due to the lack of a suitable site. Shortly after in 1966, the decision was taken to explore new avenues. Construction of state-of-the-art production and administration buildings duly began on an 11,000 m² site in Heusenstamm, which at the time was no more than a green space comprising fields and woodland.

1967

A new start in Heusenstamm

The move to Heusenstamm marked a turning point – after decades in Offenbach, where the three-storey warehouse with its limited space had long since reached the limits of its capacity, it had become clear that modernisation was unavoidable, and indeed essential for the business to grow long term.

The building in Offenbach – which still exists today – was sold at this point. The move in April 1967 didn't just provide the company with urgently needed space, it also enabled it to integrate technical innovations such as advanced conveyor technology.



LOCATION HEUSENSTAMM

“BY MOVING TO HEUSENSTAMM, WE SET A COURSE FOR THE FUTURE – MORE SPACE, MORE POSSIBILITIES AND A WILLINGNESS TO TRY NEW THINGS.”

Strategic decision made to meet the needs of the workforce. Although the move marked a new beginning, the company still had to remain close to Offenbach to ensure its staff didn't have to commute far. In the 1960s many employees didn't have their own car and were reliant on other modes of transport. Many of them came to work on foot or by bike, while others used public transport. As such, a location in the immediate vicinity of Offenbach was essential to ensure all employees could continue to enjoy an easy commute.

The move to Heusenstamm laid the foundations for modern infrastructure that allowed the company to continue growing and respond to the needs of the market.

» THIS COURAGE TO EMBRACE CHANGE HAS SHAPED OUR COMPANY CULTURE TO THIS DAY.



LOGISTICAL MILESTONES

From our beginnings in the workshop to our modern distribution systems, logistics has always been a key part of what Herth+Buss does. Over the decades, this area has undergone significant change and has constantly adapted to meet the evolving needs of the market.

In the 1970s, Herth+Buss wasn't just a retailer of spare parts, it was also a training company for automotive electricians. Our in-house workshop was the beating heart of our logistical and technical activities.

It is where starter motors and alternators were repaired, anchors wound and repairs carried out. This workshop wasn't just a training venue for budding automotive electricians, it was also where the work to develop what would ultimately become our Assembly department started out.

However, the demands of the market changed over time, with the focus shifting away from repairs to the replacement of components. As a result, the workshop was gradually replaced by state-of-the-art logistics structures in order to work more efficiently and meet the growing demand in this area.

In the early days, a lot of the logistics work was still done by hand. Parcels were sent on from one rack group to the next in the "traditional" manner before they were ready for delivery. There was also a pick-up counter where customers could come and collect their orders directly on site.

The changes and milestones in logistics reflect the continuous evolution of Herth+Buss. The original workshop, with its manual work, became a high-performance, efficient Assembly department.

***TODAY, HERTH+BUSS
IS SYNONYMOUS WITH
MODERN LOGISTICS
SOLUTIONS THAT
NOT ONLY MEET THE
NEEDS OF THE MARKET,
BUT ALSO UNDERLINE
THE COMPANY'S
INNOVATIVE STRENGTH.***





1981

» THE LAUNCH OF THE NIPPARTS RANGE

Change afoot in the automotive sector

The automotive sector underwent a period of change in the 1980s. In the 1960s and 1970s Japanese vehicles had found their way to Europe, initially in countries without their own automotive industry such as the Netherlands, Switzerland and Austria. However, their market share also grew in countries such as Germany.

At the same time, French vehicle registrations dropped. Herth+Buss recognised this trend early on and took decisive action.

The Nipparts range is established

Back in 1981, the company began building up a range of wearing parts designed specifically for Japanese vehicles – the Nipparts brand. This was based on the company's existing contacts with Japanese export houses and initial experience gained in the marketing of batteries and glow plugs. Ralf Drewing played a key role in advancing the Asian product range – he spotted the gap in the market and moved from the IT department to the Nipparts division.

Working together with partner companies such as Neita b.v. (the Netherlands) and Autowatt (Austria), Herth+Buss established a partnership for the import and sale of Japanese spare parts, supported by a clear, standardised numbering system.



Nipparts b.v. founded

Nipparts b.v. was founded in Amsterdam back in 1982 to further expand international sales. The sales regions were clearly structured and focused on the home markets of the companies involved.

Focus on independent parts wholesalers

The launch of the Nipparts range also meant a realignment of the company's sales activities. From this point on, the company focussed on independent parts wholesalers and the importers of Asian vehicle brands. Clear structures were also set up in the subsequent years, setting the stage for the company's future growth.

“THE 1980s WERE A TURNING POINT FOR THE AUTOMOTIVE INDUSTRY – WE RECOGNISED EARLY ON THAT THE MARKET FOR JAPANESE VEHICLES WAS GROWING AND SEIZED THE OPPORTUNITY TO BUILD UP OUR OWN RANGE.”



» TRADE FAIRS BACK THEN: SIMPLE, LABOUR-INTENSIVE AND PERSONAL

For Herth+Buss, attending trade fairs has always been an important means of showcasing the company and its products to a wider audience. However, trade fairs in the early days were very different to the ones today – a real challenge, in fact.

Back then, the trade fair booth was simple and functional. It had to be laboriously constructed by hand using a heavy connector system consisting of several parts. Herth+Buss employees took care of

everything themselves, from setting up to the design. It was physically strenuous, time-consuming work, but of course it was all part and parcel of representing the company at specialist trade fairs and in-house exhibitions.

The fit-out was minimalist, with a focus on the essentials – presenting the products and talking to customers. In many cases there was a small team who not only set up the booth, but also manned it during the trade fair and took care of everything.

In the 1990s, our attendance at trade fairs became a more elaborate affair. At times, Herth+Buss was represented with two separate booths – one for automotive electrics and one for Nipparts. This meant extra work as each booth had to be set up and manned individually.



Despite the simple approach taken back then, the atmosphere at the trade fairs was always lively and personal as the focus was on direct contact with customers.

At the time, trade fairs were more than just a marketing measure – they were a team effort shaped by commitment and dedication. Each trade fair was an opportunity to present the company and lay the foundations for long-term relationships with customers and partners.

“IN THE EARLY DAYS, ATTENDING TRADE FAIRS WAS A FEAT OF STRENGTH EACH TIME. WE HAD TO ORGANISE MANY THINGS OURSELVES. BUT THAT WAS HOW WE ESTABLISHED NETWORKS WITH CUSTOMERS AND RELATIONSHIPS – WHICH CONTINUE TO SHAPE THE COMPANY TODAY.”

Michael Schütz, Head of Sales and Marketing



1959 IAA Frankfurt



1992

RALF AND HOLGER DREWING TAKE OVER THE MANAGEMENT OF THE COMPANY

Following the death of their father, Holger and Ralf Drawing took over the management of Herth+Buss in 1992 and ushered in a new era for the company. In 1990 Holger Drawing visited Japan on a trip organised by the German Association of the Automotive Industry (VDA) and got to know the fundamental principles of Total Quality Management (TQM) from Japanese suppliers and manufacturers. As a result, customer satisfaction and employee satisfaction became cornerstones of the company's development and together were considered to be crucial aspects. The management team was also expanded with the addition of a Sales Manager and a Commercial Manager.

Oliver Lewerentz joins the company in 1994: focus on quality and structure

In addition to veteran Sales Manager Hans Mühlhaus, in 1994 another employee joined the company who would later become part of the management team: Oliver Lewerentz. He worked at Herth+Buss while studying law in Frankfurt. After completing his practical legal training, he started working in Human Resources and Legal and held different positions, including at KOSTAL and the employers' association there. Under his leadership, Herth+Buss took part in a project from the GVA (Gesamtverband Autoteile-Handel e.V., German industry association for the independent automotive parts trade) aimed at obtaining DIN ISO 9002 certification. Working in collaboration with the Technical University of Applied Sciences Wildau in Brandenburg, all relevant processes at the company were revised and documented. Oliver Lewerentz – now a newly certified quality officer – and his team succeeded in obtaining the certification in 1996. This certification laid the foundations for efficiency and sustainability at the company and paved the way for further milestones in the company's development.

Innovations with TecDoc and TecCom – three cheers for the standards!

In the first half of the 1990s, the automotive industry was almost suffocating from the many paper catalogues available – the wide variety and sheer volume of them made it difficult to search for the right parts. To solve this problem, the parts industry created TecDoc in 1994 – the first standardised electronic parts catalogue. From 1996 onwards, Herth+Buss supplied the links between its parts and the Japanese vehicle master database under the Nipparts brand.



The TecCom project was also launched in order to establish not only data standards, but also communication standards for the industry and parts trade. Herth+Buss was impressed by this innovation right from the very outset and supported the project as a sponsor for several years. When TecCom GmbH was founded in 2000, Herth+Buss was given the opportunity to become a shareholder – an option that was otherwise reserved for manufacturers that were part of the TecDoc and TecCom network.

Partnership with KOSTAL: a milestone in our company's development



In 1996 Herth+Buss became an official distributor of KOSTAL Kontakt Systeme GmbH, a company of the KOSTAL Group. It specialises in electromechanical components, particularly plug connection systems. KOSTAL was already one of our longest-standing suppliers and supplied many electromechanical vehicle parts. Our strong position as the largest customer among the smaller partners resulted in KOSTAL classifying us as an A-customer.

Ever since then, we have not only been a distributor, but also an expert in the sale of KOSTAL components – further strengthening our expertise in the field of vehicle electrics.

Introduction of SAP R3 in 1999: sensible investments in efficient processes



The art of good entrepreneurship lies in making sensible investments. In line with this philosophy and based on high-quality process documentation, we successfully completed the extensive work to introduce SAP at the company. Our success was not least down to the support of the consultancy ICAS from Jugenheim near Mainz, which had an in-depth understanding of the processes for the trade in and exchange of goods. Based on the process structures we had established previously, the data migration went smoothly and set a new benchmark for the parts trade when it came to SAP. This bold investment decision would prove to pay dividends in many different ways in the future.

A NEW GENERATION PLUS MODERNISATION: THE FOUNDATION FOR THE FUTURE

The change of generations in 1992 not only marked a change in personnel, but also the beginning of a systematic focus on modernisation and standardisation.

Holger and Ralf Drawing provided important impetus that prepared the company for the challenges of the future and established its position as an innovative partner in the international aftermarket.

INTERVIEW WITH HOLGER DREWING: *HOW A NEW GENERATION PROVIDES IMPETUS FOR SUSTAINABLE STRUCTURES*

Question: Mr Drawing, the change of generations in 1992 was a crucial moment for Herth+Buss. What changes did the company focus on at the time and how did you take over the management of the company?

Holger Drawing: The change in the management team wasn't just a personal step, it also marked the start of a comprehensive push to modernise the company. After focusing more and more on wearing parts for Japanese vehicles in addition to vehicle electrics, it was crucial to establish effective leadership based on clear values and a clear structure. The TQM concepts from our Japanese suppliers provided valuable impetus and practical insights here.

In 1996 we were also one of the first companies in our sector to be certified by TÜV Nord according to DIN ISO 9002, which was the standard valid at the time. In 2000 this was followed by an initial, successful application for the Ludwig Erhard Prize, a German quality award.

Question: What specific measures did you and your brother Ralf take to establish these structures?

Holger Drawing: Through the code of values, which was drawn up in collaboration, and the introduction of quality committees and quality improvement teams, all colleagues were able to play a major role in ensuring that the company developed and improved on an ongoing basis. Another decisive factor was to invest resources sensibly, in particular investments in logistics and IT. It was always important to pursue a clear strategy here and to know exactly what the company did and did not stand for. Clarity also meant having a simple and efficient organisational structure.

Question: How were you able to ensure that these changes remained effective in the long term?

Holger Drawing: Over the years, we have developed a Herth+Buss management system as part of our quality work. This system is systematically geared towards the Plan – Do – Check – Learn cycle. Through this approach, we have succeeded in helping to make our customers more and more successful in the B2B sector and, at the same time, have been able to offer our employees great opportunities for personal development.

Holger Drawing

Das „Gewußt-Wie“ für die Zukunft und unsere Erfahrungen...



„Faire Partnerschaft in der Beziehung zwischen Kunde und Lieferant prägt unsere tägliche Arbeit. Wir freuen uns daher besonders, daß viele Kunden seit mehr als 30 Jahren unsere Leistungen in Anspruch nehmen. Gleichzeitig verpflichten wir uns alles zu tun, um dieses Vertrauen auch in Zukunft zu bewahren.“
Holger Drawing
Geschäftsführer



„Wir haben uns den Ruf geschaffen offene und zuverlässige Partner zu sein. Dies betrifft sowohl Qualität und Lieferbereitschaft als auch Pünktlichkeit, Schnelligkeit, Hilfsbereitschaft und Beratung. Trotzdem - zufrieden sind wir nie - denn wir wollen für unsere Kunden zu einem immer besseren Partner werden.“
Ralf Drawing
Geschäftsführer

Das „Gewußt-Wie“ für die Zukunft und unsere Erfahrungen aus über 70 Jahren Unternehmensgeschichte haben wir konsequent und systematisch erarbeitet, weiterentwickelt und jetzt an die dritte Familiengeneration weitergegeben. Wir sind ständig dabei unser Programm zu verbessern und zu vervollständigen; denn unser Leistungsversprechen gilt nicht nur heute, sondern auch für die Zukunft.

Kundenorientierung ist für uns der wichtigste Unternehmensgrundsatz. Wir wissen, daß die schnelle Verfügbarkeit von hochwertigen Ersatz- und Verschleißteilen für die KFZ-Teile-Branche entscheidend ist. Jeder Mitarbeiter bei HERTH+BUSS kennt die Bedeutung von Zuverlässigkeit und Qualität für die vertrauensvolle Partnerschaft mit über 4000 treuen Kunden in Deutschland, Europa und Übersee. Dieses Vertrauen müssen wir uns jedoch immer wieder neu

erarbeiten; daher gilt für uns alle „Dienstleuten kommt zuerst“.

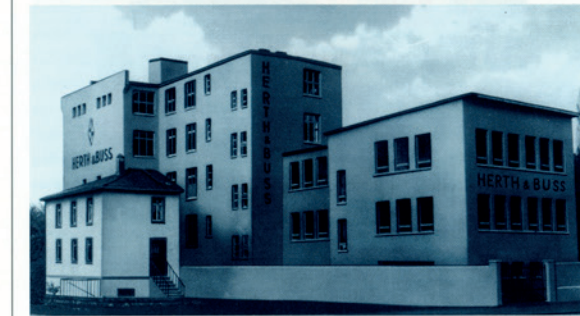
Wir wollen, daß unsere Kunden Gewinne erzielen mit dem HERTH+BUSS Teileprogramm. Daher haben wir intern einen ständigen Produktivitäts-Verbesserungs-Prozeß eingeleitet, der alle Mitarbeiter einbezieht und besseren Service für unsere Kunden gewährleistet. Extern über-

Unser Leistungsversprechen:
Die zuverlässige, schnelle, preisgünstige und qualitativ hochwertige Versorgung der Kraftfahrzeug-Teile-Branche mit Ersatz- und Verschleißteilen.

Wir konzentrieren uns auf Kernprogramme, die HB Autoelektrik, und NIPPARTS Ersatz- und Verschleißteile für japanische Fahrzeuge. Zur

gar das komplette Handelsgeschäft in Deutschland übernommen, als Beispiel dafür steht Nippondenso. Weitere Bezugsquellen sind bekannte Spezialunternehmen, deren Produktqualität von uns intensiv und regelmäßig geprüft wird. Zusätzlich werden in unserer eigenen Montage Teile hergestellt, montiert und fachgerecht geprüft.

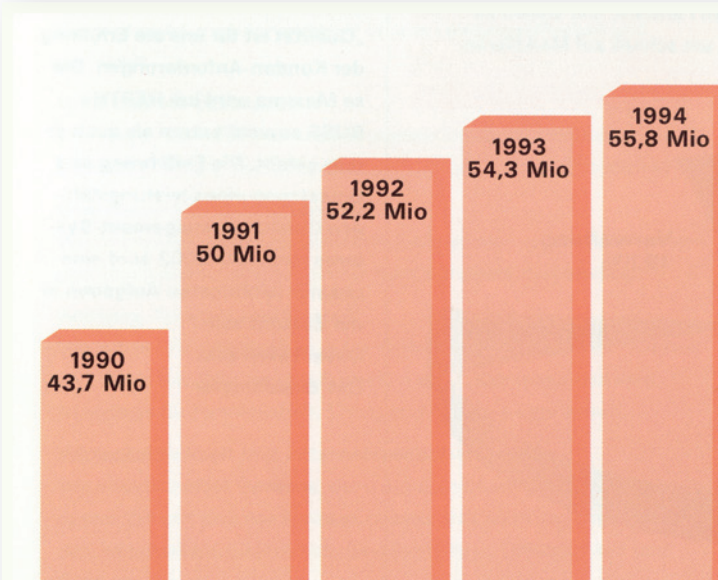
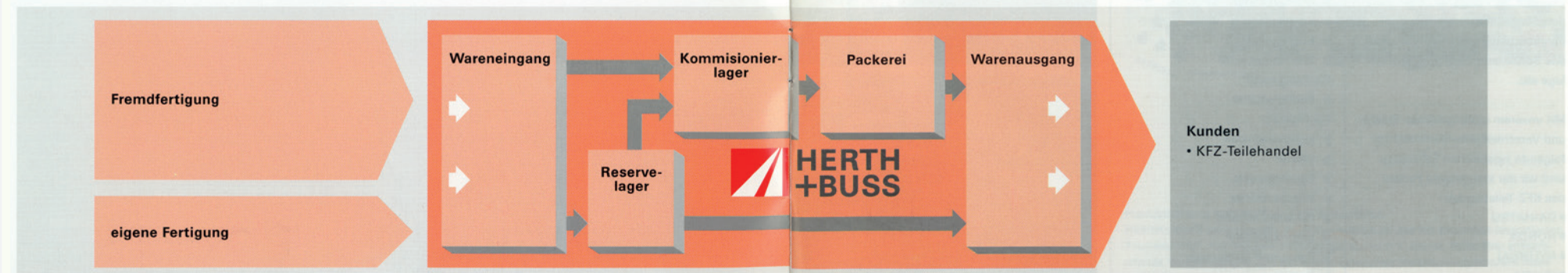
Für unsere Kunden bildet das HERTH+BUSS Lieferprogramm eine notwendige Ergänzung zu den Markenprodukten von großen, multinationalen Konzernen im Fahrzeugteilegeschäft. Anstatt bei mehreren Unternehmen einzukaufen, erhalten Kunden bei uns ein breites Sortiment aus einer Hand.



Unser Stammhaus in Offenbach um 1935

prüfen wir ständig unsere Bezugsquellen auf Qualitätssicherungsmaßnahmen und Preisgestaltung. Dies setzt modernste Logistik- und Management-Methoden voraus, von der Bestellannahme über den internen Teiletransport bis hin zur Auslieferung.

Zeit sind ständig über 16.000 Artikel in unseren Hochregallagern verfügbar. Wir beziehen diese Qualitätsteile von renommierten nationalen und internationalen Unternehmen der Automobil-Zuliefer-Industrie, zum Beispiel von SWF. Für einige dieser Firmen haben wir so-



„Die langfristige Partnerschaft mit unseren Lieferanten und die Bereitstellung eines marktgerechten Produkt-Sortiments sind wichtige Erfolgsfaktoren. Die ständige Suche nach Ergänzungen, neuen Produkten und Innovationen ist für die gesicherte Zukunft entscheidend.“
Bernd Stock

Unternehmensentwicklung:

- 1925 Gründung durch H. Herth und H. Buss in Langen bei Offenbach
Fertigung: Isolierteile, Schleifringe und Teile für Zündsysteme.
- 1928 Umzug nach Offenbach, Teilübernahme durch H. Meffert
- 1932 Gesamtübernahme durch H. Meffert. Ab dieser Zeit wurden die wichtigen Kontakte zu vielen Kunden und Herstellern geknüpft.
- 1944 Fast vollständige Zerstörung des Firmengebäudes der Betriebseinrichtungen und Warenbestände im Krieg.
- 1949 Erwerb des Firmengeländes und kontinuierlicher Aufbau
- 1961 Nach dem überraschenden Tod von H. Meffert übernahm H. Dr. Drawing die Firmenleitung
- 1967 Erwerb von Gelände in Heusenstamm, Neubau und Umzug in ein größeres Gebäude mit angeschlossenem Lager.
- 1988 HERTH+BUSS beschäftigt 150 Mitarbeiter.
- 1992 Nach dem Tod von Dr. Drawing übernahmen seine Söhne, Holger und Ralf Drawing, die Leitung des Unternehmens.
- 1994 Eine neue EDV-Anlage und eine neue zusätzliche Lagerhalle werden in Betrieb genommen.

HOW OUR RANGE HAS EVOLVED OVER TIME

The range of products at Herth+Buss has changed and developed significantly over the years. We initially produced and sold slip rings, distribution plates for magnetos and flywheel magnets for ignition systems. Over the decades, this has grown into a broad range of spare parts comprising universal and vehicle-specific components.

In the early 1950s, the German automotive market was shaped to a large extent by German vehicle brands. The production sites for these vehicles were mainly served by a single supplier, whose parts were installed in most vehicles as original equipment. Workshops also obtained spare parts from this supplier.

The “big bang” in the aftermarket

The 1960s marked a turning point for Herth+Buss. “That period of time was like a “big bang” for us,” recalls Hans Mühlhaus, former Marketing and Sales Manager. In Germany, more and more French and English vehicle manufacturers were forcing their way onto the market, and they quickly took on a significant role for the aftermarket.

HERTH+BUSS RECOGNISED THIS TREND AND ADAPTED ITS PRODUCT RANGE IN LINE WITH THE SPARE PARTS REQUIRED BY THESE MANUFACTURERS.



Herth+Buss was able to conclude contracts with French and English spare parts manufacturers and became the sole distributor of these products in Germany. The company supplied automotive electricians with spare parts where competitors reached their limits, and was able to establish itself as an important supplier. As a result, the company became an indispensable partner to workshops that were reliant on these spare parts. At peak times, 15 field service employees, split by region, supplied workshops in German-speaking countries with valuable information and the spare parts they needed to optimally serve their customers.



In addition to the French and English brands, Italian manufacturers were also added over time.

Was Sie heute bestellen, trifft morgen bei Ihnen ein!

Unsere Picklisten haben wir so organisiert, daß alle Positionen einer Bestellung Weg-optimiert kommissioniert werden. In unserer EDV werden dazu die Einzelpositionen bereits bei der Eingabe entsprechend aufbereitet. Dadurch stellen wir sicher, daß zur schnellen Auslieferung bestellte Waren noch am gleichen Tag verpackt und verschickt werden können. Entsprechend der Bestellung erfolgt der Versand mit Paketdienst, Kurier, Nachtexpress, mit Post oder per Spedition.

Lager heißt für uns „Verfügbar“ sein: Wenn in der Automobilbranche über „just in time“ gesprochen wird

bedeutet dies, daß Teile erst am Montageband eintreffen sollen, wenn sie dort auch benötigt werden. Dieses Prinzip wird mehr und mehr auch von Werkstätten und vom Handel übernommen. Für uns hat dies zur Folge, daß unsere Kunden immer kürzere Lieferzeiten bei kleineren Verpackungsgrößen fordern.

Unsere Reaktion: Wir haben ein leistungsfähiges, EDV gesteuertes Logistiksystem eingeführt, basierend auf modernster Soft- und Hardware. Durch unsere neue, zusätzliche Lagerhalle, die im Herbst 1994 eingeweiht wurde, haben wir die Kapazität fast verdoppelt. Hier stehen unter anderem über 400 zusätzliche Stellplätze zur Verfügung.

Wir lagern dort komplette Paletten, die direkt nach dem Auspacken zur Kommissionierung bereitstehen. Heute sind wir in der Lage jeden Tag mehr als 600 Aufträge abzuwickeln.

Insgesamt sind in unserem Hause 90 Computerterminals und 20 Druckerstationen installiert, mit

denen auf die Datenbank unserer AS-400 Anlage zugegriffen wird. Mit dem Warenwirtschaftssystem MAS 90 von IBM werden die hohen Anforderungen im Bereich Auftragserfassung, flexible Lagerorganisation, schnelle Kommissionierung und Disposition auf Beste erfüllt. Hohe Verarbeitungsgeschwindigkeiten, schnelle und transparente Abfragemöglichkeiten sowie die

reibungslose Fakturierung und Rechnungsprüfung werden damit gewährleistet. Weiterhin haben wir die Steuerung aller internen Bestückungs- und Montageaufgaben ebenfalls mit eingebunden.

Fachberatung auch am Telefon
Unsere Telefonanlage wurde auf ISDN umgestellt und mit einem speziellen System ausgestattet, mit dem die automatische Weiterschaltung auf einen freien, telefonischen Annahmepunkt erfolgt. Wenn der Anruf über eine ISDN Leitung eingeht, rufen wir automatisch zurück, falls doch einmal alle Leitungen

besetzt sein sollten. Unsere Kunden kennen ihre persönlichen Ansprechpartner. Von unserem Außendienstmitarbeiter erhalten Sie die Namen und direkten Durchwahlnummern, für Telefon und Fax.

Freundliche, qualifizierte Mitarbeiter helfen und unterstützen sofort und fachkompetent bei der Identifizierung von Teilen, und geben Auskunft wann der Versand erfolgen kann.



Unsere telefonische Bestellannahme ist an Werktagen von Montag bis Donnerstag durchgehend von 7:00 bis 17:00 und Freitags von 7:00 bis 15:00 besetzt. 12 Mitarbeiter sind ständig am Telefon verfügbar. Expressbestellungen die Mo.-Do. bis 16:00 und Fr. bis 14:00 bei uns eingehen werden auf Wunsch nach am gleichen Tag per Nachtexpress ausgeliefert.



„Vom Markt her denken und für den Markt handeln ist unser Grundsatz für die Ausrichtung der Vertriebsleistungen. Nur wenn Kunden und Partner mit den Leistungen von HERTH+BUSS zufrieden sind, und wir das in uns gesetzte Vertrauen immer wieder gerechtfertigt haben, sind die Vertriebsziele erreicht“.
Hans Mühlhaus
Vertriebsleiter

Herth+Buss establishes itself as an important supplier

When the united states remained in Germany as an occupying power after the Second World War, a new market for American vehicles opened up. Once again, Herth+Buss was able to become the sole distributor in Germany for a number of products by concluding distribution contracts with companies such as General Motors, and was again an important supplier of spare parts in this respect. At this time, the range included not only “Herth+Buss Autoelektrik” parts but also many third-party brands.

EVEN BACK THEN, THE COMPANY SET ITSELF APART THROUGH FAST SERVICE,

with telephone sales playing a key role.

The company saw continuous growth in express shipments, meaning up to 200 shipments were sent from the site via express delivery every day.

In the late 60s and early 70s, regional outposts were set up to supply automotive electricians with spare parts on site. Hans Mühlhaus, who worked in the Herth+Buss field service at the beginning of his career, gave us some insights. He looked after the company Brünker, which supplied all the surrounding workshops with spare parts from Herth+Buss.

This marked the start of our current sales strategy.



HOW OUR RANGE HAS EVOLVED OVER TIME

Sharp increase in Asian vehicle brands

However, the market began to change significantly in the 1980s, with Asian brands such as Honda and Nissan entering the market. Herth+Buss recognised the trend early on. The company responded by expanding its range to include wearing parts for Japanese and Korean brands. In 1981 it launched the “Nipparts” brand, a collaboration with a Dutch business partner aimed at selling spare parts for Japanese and Korean vehicles.

By adding the “Nipparts” brand to its product range, Herth+Buss was able to further consolidate its position as a leading supplier for automotive electrics.

TOGETHER WITH PRODUCTS FROM ITS OWN BRAND “HERTH+BUSS AUTOELEKTRIK” AND THE ASSOCIATED WIDE RANGE OF SPARE PARTS FOR INTERNATIONAL VEHICLES, THESE TWO Pillars FORMED A STRONG CORE AT THE HEART OF THE COMPANY.

Herth+Buss constantly adapted to the needs of the market and successfully expanded its portfolio.



» THE BIRTH OF OUR ELPARTS AND JAKOPARTS RANGES!

Collaboration with Nipparts ends and strategic realignment

The distribution business with Nipparts b.v. ended at the start of the 2000s. The sale to a Dutch holding company brought with it a number of challenges, particularly in terms of procurement and brand management. These changes already pointed to future difficulties. Herth+Buss was strongly anchored in the German market in 2006 and had established itself as a reliable supplier of spare parts for workshops. When the trademark rights to Nipparts were eventually sold, the proceeds could be used to modernise logistics and to expand capacity.

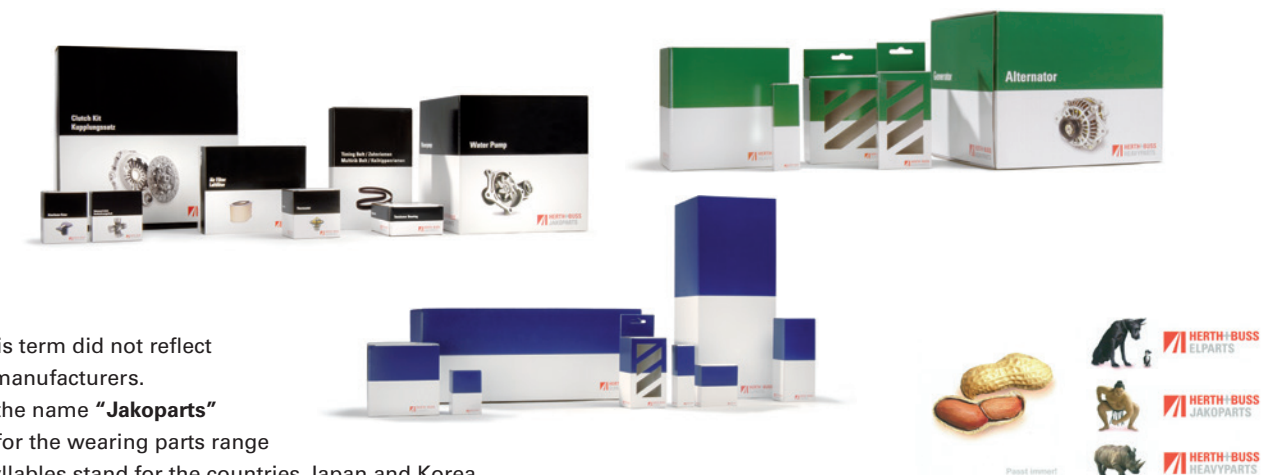
Changes in where vehicles were produced and the need for a separate product range

At this time, the number of vehicles in Germany that had been produced in Japan was continuing to rise sharply, while the number of Korean models was also steadily growing. For strategic reasons, Herth+Buss decided to develop a separate range for Asian vehicle brands. An internal call for submissions was therefore started, in which the entire workforce was asked to suggest new names for the new wearing parts range and existing electrics range.

The creation of the Jakoparts and Elparts brands

It quickly became clear that the name “Nipparts” was already well-known among customers and had strong associations with Japan.

For the range of spare parts for vehicle electrics, the two product groups “Elparts” (whose first syllable reflects “electro”) and “Heavyparts” (spare parts for commercial vehicles) were launched.



However, this term did not reflect the Korean manufacturers.

As a result, the name “Jakoparts” was coined for the wearing parts range as its first syllables stand for the countries Japan and Korea.

The product ranges were then finally fine-tuned in 2012 when the Heavyparts group was integrated into Elparts, conclusively establishing the two main ranges: Jakoparts and Elparts.

Today, Herth+Buss offers around 10,000 special parts for vehicle electrics in its Elparts range, and around 20,000 spare parts for Asian vehicles in its Jakoparts range.



HOW OUR RANGE HAS EVOLVED OVER TIME

» VEHICLE ELECTRICS, WEARING PARTS AND VEHICLE DIAGNOSTICS – A COMPREHENSIVE PORTFOLIO!

Our successful product ranges

The strategic realignment following the collaboration with Nipparts was the key to success. The two brands Elparts and Jakoparts have now proven themselves with retailers and workshops across the globe. While the range of wearing parts for classic combustion engines continues to be very popular on the market, the use of modern vehicle technology has continued to grow over the past few years. The global vision for and trend towards zero-emission and autonomous driving are fundamentally changing the technology installed in vehicles. As a result, electronics, sensors and software are playing an increasingly important role in vehicles.



2020

Innovative Diagnosis on Demand remote maintenance tool

We continued developing and refining our solutions step by step, leading to the launch of our Diagnosis on Demand remote maintenance tool in 2020. This diagnostic tool enables independent workshops to carry out fault diagnosis via remote maintenance through us, negating the need to keep branded software from the different manufacturers in the workshop. Initially managed by two employees, it quickly grew into its own division which now has eight employees.



It's a similar story with vehicle diagnostics, which is becoming ever-more important given the increasing use of sensors.

The Inspector as the predecessor of Diagnosis on Demand

Herth+Buss recognised this potential market early on and developed its Inspector, a diagnostic device and the first solution for carrying out diagnostic work directly on the vehicle.

Through this device, the company gained valuable experience in the field of vehicle diagnostics.



2022

Herth+Buss becomes a premium partner for AUTEL

Vehicle diagnostics can be very varied. In 2022 Herth+Buss therefore entered into a sales partnership for the DACH region with the Chinese company AUTEL Shenzhen.

AUTEL is a leading manufacturer of diagnostic devices and specialises in intelligent diagnostic, detection and analysis systems for vehicles, supplemented by electronic components. It offers practical solutions for battery analysis, ADAS, axle alignment and TPCS. This partnership has enabled us to significantly expand our range and has rounded off our diagnostics portfolio.

THE PARTNERSHIP MADE OUR DIAGNOSTIC OFFERING COMPLETE.

The Workshop Competence Center – a venue for training courses and more!

In order to impart important expertise to customers and clearly explain and provide training on complex devices, we expanded the company's site in Heusenstamm to include a modern training centre in a nearby building. Our Workshop Competence Center, or WCC for short, provides space for external training on our product range and diagnostics portfolio, as well as internal product training courses. In addition to training courses, the WCC is also the creative workshop for our posts on social media platforms with our Workshop-Buddies Jens and Pete.



2024

BUSCHiNG becomes part of the Herth+Buss family

In 2024 Herth+Buss took over BUSCHiNG GmbH, a north German company specialising in workshop equipment. This was an important step for the strategic alignment of both companies, ensuring they could continue operating successfully in the highly competitive market for spare parts and workshop equipment.



CUSTOMER SERVICE: TOP PRIORITY!

Customer service is one of our biggest virtues at Herth+Buss. We firmly believe that providing the best possible support to our customers is the key to long-lasting success and satisfied partners.

OUR AIM IS NOT ONLY TO SUPPLY HIGH-QUALITY PRODUCTS, BUT ALSO TO PROVIDE A SERVICE THAT HELPS OUR CUSTOMERS EVERY STEP OF THE WAY.

To this end, we offer a wide range of bespoke services tailored to our customers' individual needs.

Sales promotion:

To elevate our customers' success, we offer various sales promotion measures such as monthly data updates in our online catalogue, sales campaigns, mailings and PoS material.

We also assist our customers with co-branding and the provision of advertising materials, as well as attendances at in-house exhibitions, customer events and trade fairs.

Data:

As a certified data supplier for TecDoc, we offer a wide range of digital services, including online enquiries, orders and reverse messages via TecCom.

We also support data exchange with TecCMD and TecInvoice and provide an image database. Moreover, with TecCom Returns we support a digital returns and complaints process.

Support:

Our fast and reliable support includes aspects such as stock clearance, fast complaints processing and the PARTSLIFE environmental management system.

We also offer tailored stocking suggestions and targeted support at the point of sale to help our customers achieve their sales targets.

Catalogues:

With our wide range of catalogues, we help our customers to select the right products. This includes the premium universal parts search, online catalogue, catalogues for professionals and the mobile catalogue app.

Our catalogues cover various categories such as electrics, installation, tools and lighting and offer standardised data maintenance in accordance with the TecDoc standard.

Analyses:

To target our support even more accurately, we compile up-to-date sales documents, comparison lists with competitor numbers and individual customer BSCs. We also offer stock warehousing suggestions based on the local vehicle fleet.

International:

We offer a first-class service internationally with subsidiaries in Belgium, France, Great Britain and Iberica and by continuously expanding the languages we cover.

Our sales offices in Armenia, Italy, Poland and Turkey further extend our reach.

Training:

It is important to us that our customers receive continuous further training. That's why we offer regular workshop meetings, accompanied trips, product training and online training.

This ensures that our customers know everything there is to know about our products and solutions.

Live chat and technical support:

We enable our customers to contact us directly via our Herth+Buss live chat. Unlike many other providers, which often use chat bots, members of the internal sales team take care of incoming enquiries in person. This ensures that questions are answered quickly in line with individual requirements.

Our Herth+Buss Tech Team is also on hand to help customers with technical queries. The team consists of experts from Sales who contribute their expertise to solve technical challenges and support our customers with their knowledge.

Logistics:

Our logistics does a lot – a goods dispatch system for stock replenishment and express orders to ensure reliable shipments. We offer a supply capability of 90%.

Our comprehensive services and our commitment to excellence in customer service are reflected in everything we do.

AT HERTH+BUSS, EVERYTHING REVOLVES AROUND THE CUSTOMER –

with solutions tailored specifically to their needs and a service that always aims to provide the best possible support.

» HERTH+BUSS FIELD SERVICE TEAM: OUT VISITING COMPANIES ON SITE!

Field service team within and outside Germany

The Herth+Buss field service team sets great store by maintaining direct contact with its customers as this is crucial for the company. The field service representatives play an important role in sales and are essential to the success of our company. They not only act as the face of the company when out on site, but also as a link to customers, both within and outside Germany.

With specialised representatives for specific geographical regions, Herth+Buss ensures that customers across the globe receive high-quality products and a bespoke service tailored to their needs. In Germany, the field service representatives are split by association and customer to ensure optimum support.

Diagnostics consultants

One of the cornerstones of the company's offering is its diagnostics consultants. They are also split by geographical region and provide expert advice. They help customers to set up equipment and answer questions, both on site and by telephone or video chat.





TRADE FAIRS TODAY: A MODULAR CONCEPT FOR A BESPOKE APPROACH

With around 45 trade fairs each year, Herth+Buss is now a constant exhibitor both within and outside Germany. The years have shown that every trade fair has its own unique charm, and that not every trade fair attendance can look the same. For this reason, Herth+Buss decided to revamp its booth concept in 2018, and worked with its booth constructor to develop a modular system that can constantly be supplemented and updated.

In-house customer exhibitions as well as industry events are still managed by the responsible area manager. They are assisted by the internal sales team and the vehicle diagnostics technicians, as well as the workshop field service.

While it may have been the IAA at the beginning, Automechanika (held at Messe Frankfurt) has now become the leading trade fair for the automotive industry for equipment, parts, accessories, management and services. Herth+Buss has been exhibiting there since the very beginning in 1971 and has been a constant partner to and participant at the event. The modern booth concept has also always been used here and helps us to make the best possible impression.

Various wall exhibits, graphic displays and free-standing presentation elements come together to create an exhibition space appropriate for each target group. This ensures that the company can respond individually to the specific requirements of each event and present its portfolio in the best light.



Workshop field service: a direct line to the workshops

We also offer a special workshop field service, which enables us to respond much more flexibly and remain close to our customers. Our workshop field service visits the customer's dealer on site and then travels with them to the workshops to provide the best possible support to both of them. The workshop field service not only presents products and fosters a direct dialogue about them, they also provide practical support for installation, fault diagnosis and any specific queries. The workshop field service vans act as mobile "trade fair booths" and provide the opportunity to showcase products directly on site.



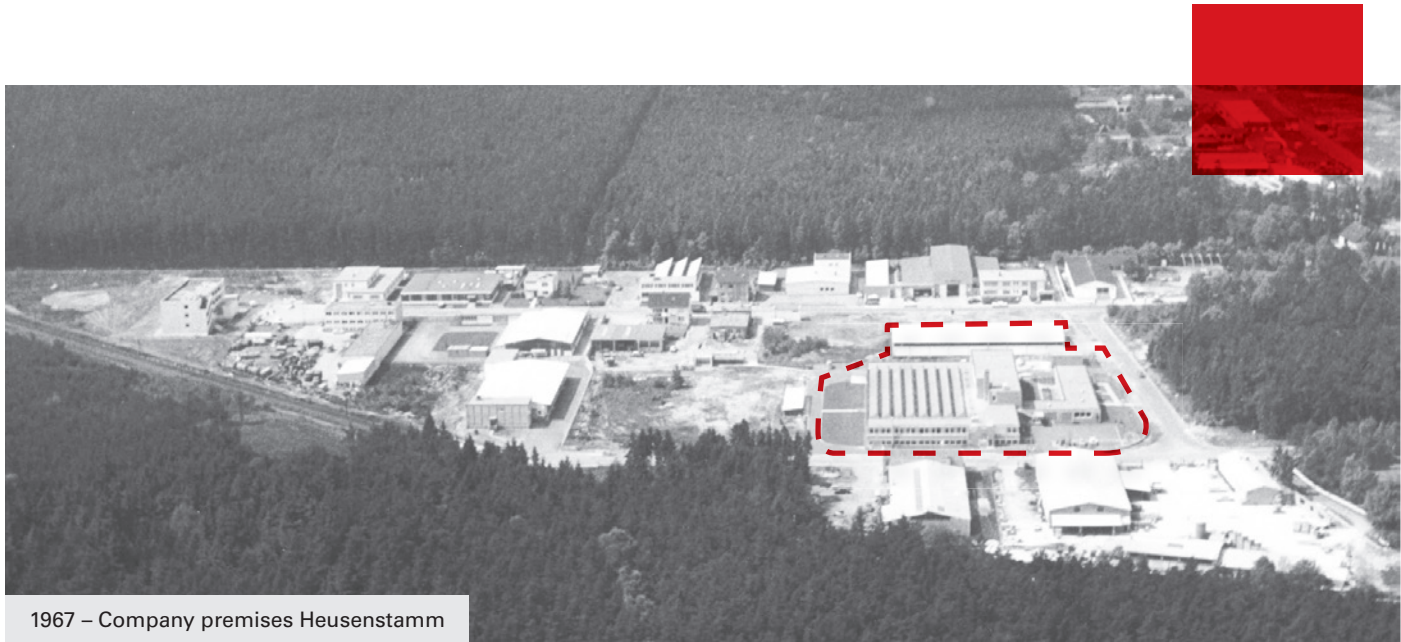
The continuous sharing of knowledge and experience with our customers helps us to develop Herth+Buss products further and optimise their potential applications. The workshop field service vans are out on the road every day, transporting a wide range of products and presenting them on site. On request, the workshop field service will visit customers directly to provide additional support and, in turn, ensure a higher-quality service in workshops on a sustained basis.



NEW BUILDS, CONVERSIONS, EXTENSIONS – HOW LOGISTICS CHANGED IN LINE WITH COMPANY GROWTH!

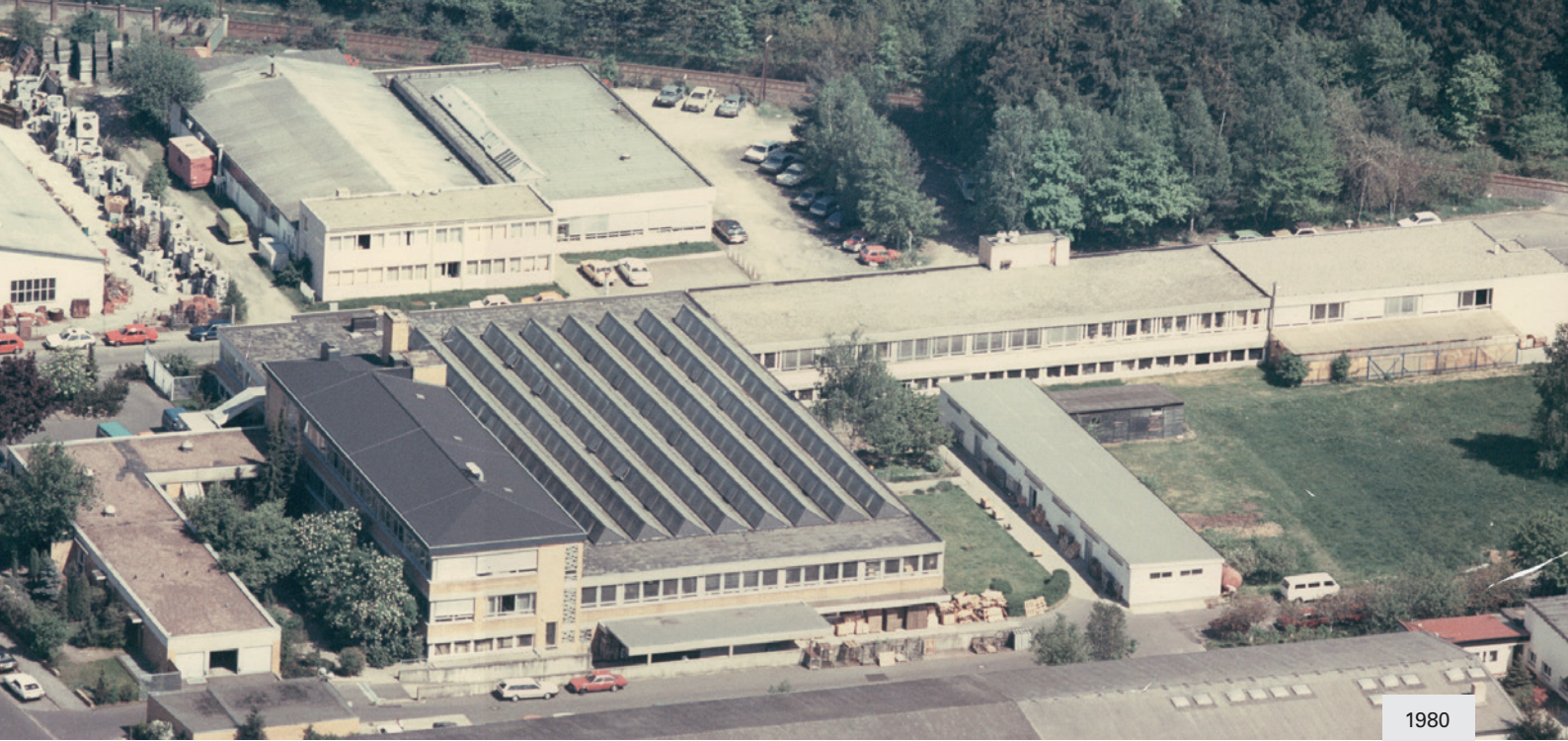
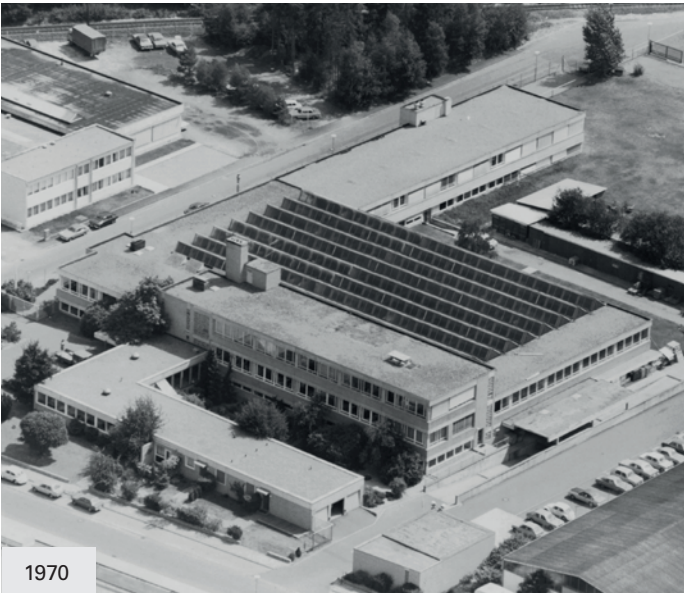
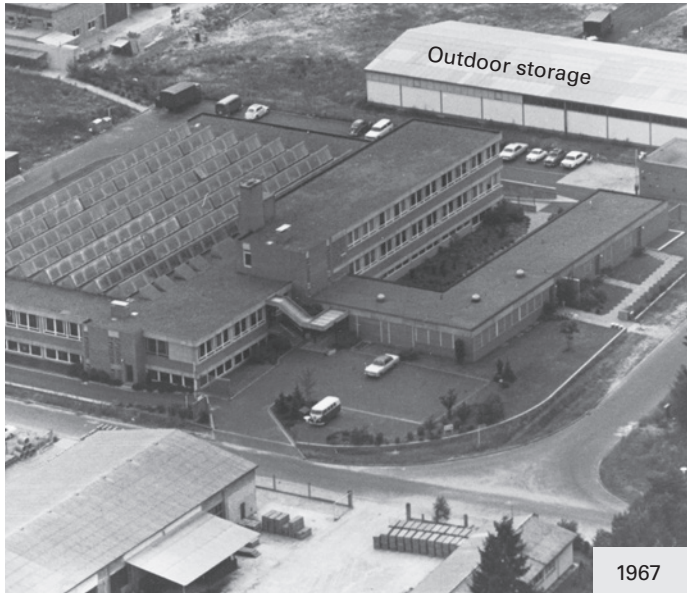
Our company has always been shaped by constant change and evolution. Just like our product ranges, which are constantly expanding, our logistics have also constantly adapted to meet the growing and changing requirements of our product range. As a result, numerous changes have also been made at the company's new site.

When the company moved to Heusenstamm in 1967 and erected our building on an unused plot of land, nobody thought that the site would end up playing host to a semi-automated warehouse, several high-bay warehouses, various office buildings and our own assembly line.



After we relocated to Heusenstamm, the building complex was originally kept quite simple. It comprised a large warehouse with linked in-house workshop and test rigs, external warehouse, packing table, pick-up counter, incoming and outgoing goods areas and a small area for the offices. In addition to the actual incoming goods area, semi-

trailers and larger delivery vehicles were unloaded in an adjacent building that we had leased, as the site with its small yard did not provide enough space to do this. The surrounding green and gravel areas were initially used as leisure space and a car park.

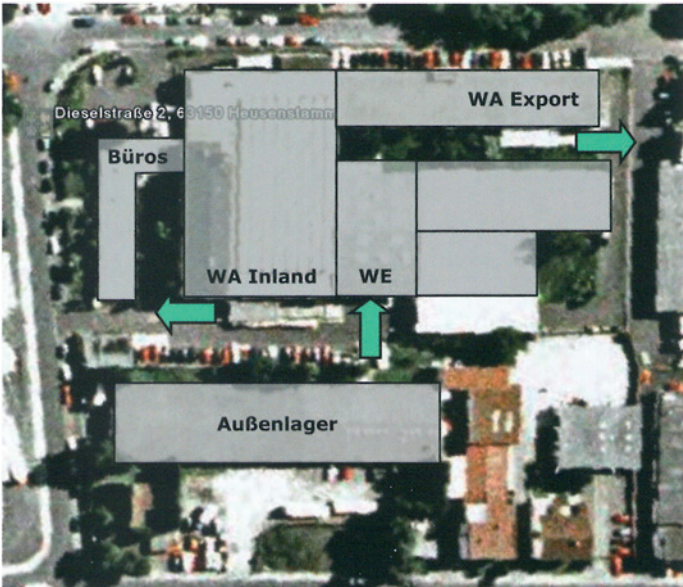


“BACK THEN, IT TOOK THREE TO FOUR DAYS TO UNLOAD A CONTAINER. TODAY, THE INCOMING GOODS STAFF NEED JUST A FEW HOURS,”
reports Thomas Sattler, Head of Logistics.

However, we soon reached the limits of the available storage space. There was also a lack of space for assembly and loading due to the incoming goods area in the rear of the yard. The two external warehouses that were linked manually, plus the paper-based workflows for order picking, also made day-to-day work more difficult. At that time, exports were still processed separately from our domestic business. Given the outdated technology and goods management system used back then, it was not possible to set up a holistic logistics concept in line with market requirements.

The company targeted constant growth early on, as a result of which the warehouse was expanded to include a silo hall in the 90s, and SAP was introduced as a pilot project in 1999. This marked the start of a range of reconstruction measures and laid the foundations for efficient logistics and the development of the site. This work was split into several chunks and expansion stages and, when taken together, today forms our solution for expanding capacity.

Between 2003 and 2005 the external warehouse was completely demolished and rebuilt. Planning support for this project was provided by the Miebach Logistics Group. As part of this work, an existing gap between buildings on the site was used to expand our storage capacity for pallets (1) and erect a new incoming goods and shipping building (2). Two old halls were replaced by a high-bay warehouse with wide-aisle technology (3), the external warehouse was connected to the building using a ramp, and the assembly area was expanded (4). The office buildings were also expanded and incorporated into the new storage areas with a new building.





At the same time, modern scanner technology and the SAP LES system were introduced, representing a milestone in our work to optimise our logistics processes. This system mirrors existing logistics processes and made us much more efficient thanks to Pick&Pack and multi-order picking.

From that point on, all processes could be comprehensively monitored, and export processing as well as assembly work were integrated into the existing system.

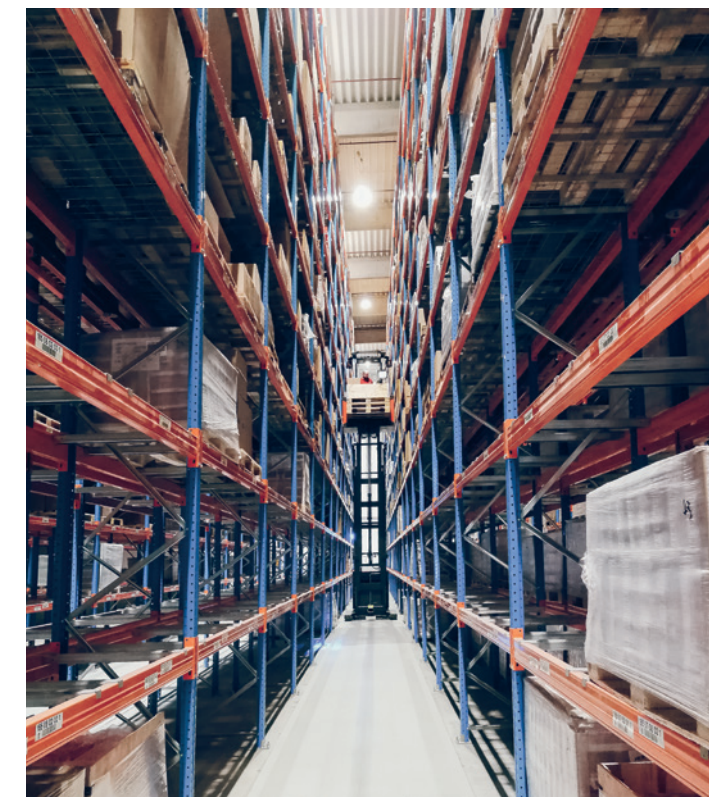
“UNDER THE OLD SYSTEM, THE PICKING LISTS ARRIVED FROM THE CENTRAL SYSTEM IN THE LOGISTICS DEPARTMENT USING AN INK JET PRINTER. THE NEW SCANNER TECHNOLOGY CONSIGNED THAT TO THE HISTORY BOOKS.”



From 2009 to 2010 expansions were planned and implemented on an adjacent site we had purchased, in order to meet the increasing need for capacity (5). An incoming goods area with container handling and customer service section was set up, as was a high-bay warehouse acting as a reserve warehouse for pallets, creating additional capacity. The new areas enabled efficient order processing and ensured we made the most of the available space. Since then, we have continuously optimised and expanded our material flow concept, always ensuring that the resulting processes fitted with the new building structures.

“OUR BUILDING STRUCTURES HAVE ALWAYS PLAYED A DECISIVE ROLE IN ADAPTING OUR PROCESSES.”

In 2018 the site was expanded to include another high-bay warehouse with narrow-aisle technology. This smart warehouse has a modular design and can switch between storing cardboard boxes and storing pallets as required. A total of six new buildings were constructed at the site, while two were demolished. The surrounding open space was gradually built on, ultimately covering the entire plot.



Today, Herth+Buss has various buildings at the Heusenstamm site including its own assembly department, semi-automated warehouse, several reserve warehouses for pallets plus state-of-the-art warehouse technology. Just like we have done time and time again in the past, we will continue to make any necessary changes and upgrades in future in order to meet our customers' requirements and provide the very best service.



HERTH+BUSS INTERNATIONAL: OUR STRATEGY TO SUCCEED ON THE GLOBAL MARKET

The reputation of HERTH+Buss as a mainstay in independent work-shops solely in Germany is long since past. Our products are also becoming increasingly indispensable on the international market as far as repairs to vehicle electrics or spare parts for Asian vehicles are concerned. In order to meet this growing demand and provide the best possible support to our international customers, we have established a targeted international presence over the years.

This international focus enables us to provide our customers across the globe with the best possible service. You can find us in the follo-wing locations:

Subsidiaries:

- Belgium
- Great Britain
- France
- Iberica

Sales offices:

- Turkey
- Armenia
- Poland
- Italy

These strategic locations enable us to respond to the specific needs and requirements of the various markets and offer bespoke solutions tailored to individual circumstances.

The path to internationalisation

In 2006/2007 there was a decisive boost to HERTH+Buss’ export activities with the end of the Nipparts collaboration and the launch of the Jakoparts range. Whereas we previously focused on a small number of countries such as Austria and Switzerland, we now opened up to the entire European market and beyond. Today, we supply customers in over 80 countries worldwide.

Foreign subsidiaries founded

The decision to open subsidiaries in certain countries was strategically justified. Following the sale of Nipparts, we had the opportunity to gain a foothold in Belgium and France with experienced employees. The founding of our subsidiaries in Belgium and France (2008/2009), Great Britain (2013) and Iberica (2018) had a positive impact on turnover, market share and customer loyalty.



The British market initially presented a challenge as the local market leader, BLUEPRINT, was already well established. However, an exclusive agreement with the RAPID Group in 2016 set the stage for our breakthrough.

Sales offices: staying close to our customers

In addition to the subsidiaries, we have opened four sales offices since 2019. The first was in Italy, followed by sites in Poland, Armenia and Turkey. Staffed by local employees who know the market and language, we have an even better understanding of what our customers need and can foster successful long-term relationships. These sales offices have enabled us to gain significant market share, especially in regions where we barely had any presence before.



Advantages of internationalisation

Setting up the sales offices has helped us to stay close to the market and respond flexibly to specific requirements. With their in-depth knowledge of the market, the Regional Market Organizers play a crucial role in identifying and securing sales opportunities in different countries. Our local presence gives us valuable feedback that helps us to develop and refine our product range in a purposeful way and secure our long-term success. Our partnership with key markets such as the RAPID Group constantly sets new priorities and helps to keep our product range up to date and competitive.

**INTERNATIONALISATION
HAS NOT ONLY BOOSTED
OUR TURNOVER, IT HAS
ALSO STRENGTHENED
OUR MARKET SHARE AND
REINFORCED OUR BOND
WITH OUR CUSTOMERS.**

PARTNERSHIP AND INNOVATION: OUR RECIPE FOR FUTURE SUCCESS!

Herth+Buss has been synonymous with successful partnerships and innovative solutions for more than a century. We have been active in the B2B sector for 100 years and see ourselves as a partner that goes beyond just sales. Our customer surveys show that partnership is one of the most common terms that our customers associate with us. This sense of togetherness, shaped by a family-based company culture, enables us to maintain relationships, offer solutions and foster real inspiration and conviction. Enthusiasm is key to all this – it is contagious and plays a huge part in our success.

Our long-standing collaborations with partners such as Poppe, ICAS (since 1993), daenet, Apparatebau Kirchheim-Tech, Gewie and Tec Alliance exemplify our philosophy: trust, a long-term outlook and the shared goal of creating innovative solutions.



*“OUR PARTNERSHIP WITH
HERTH+BUSS IS A FANTASTIC
SUCCESS STORY. OVER THE
PAST FEW YEARS, WE HAVE
SIGNIFICANTLY INCREASED OUR
TURNOVER **TOGETHER**
– CLEAR EVIDENCE
OF THE **STRENGTH**
AND **TRUST**
INHERENT IN THIS
COLLABORATION.”*

Lorena Brück,
Poppe Elastomertechnik GmbH

» WHAT DOES PARTNERSHIP MEAN AT HERTH+BUSS?

Partnership is a fundamental part of our company culture. As an owner-managed family company, we rely on collaborations with medium-sized and family-run companies that share our values. In particular, our decades-long collaboration with one of our largest suppliers, KOSTAL Kontakt Systeme, shows how important continuity and mutual inspiration are to us. This cooperation has been in place since as far back as the 1930s.

*“IF YOU CAN EXPERIENCE ONE THING
TOGETHER, IT’S THAT **CONTINUITY**
AND **INNOVATION** ARE NOT MUTUALLY
EXCLUSIVE, BUT RATHER **COMPLEMENT**
ONE ANOTHER PERFECTLY.
THIS IS WHAT UNDERPINS TRULY LONG-
TERM SUCCESS.”*

KOSTAL Kontakt Systeme

Our innovative strength can also be seen in our cooperation with customers. Together, we develop new ranges that target and meet specific market requirements, such as repair solutions or innovative workshop ranges. Our partners value us as a strong companion by their side that not only supplies products, but also actively helps to develop tailor-made solutions.

In addition to our long-standing relationships with our suppliers and customers, we are also active in international purchasing associations in order to leverage synergies together with strong partners and help shape the future of the independent aftermarket. We have been associated with ATR (1999), Temot International (2007) and GroupAuto (2009) for many years now, and these have been joined by GlobalOne (2017) and Nexus (2019) in recent years.

These networks facilitate a dialogue between manufacturers and retailers, pool market expertise and promote joint action to ensure more efficient processes and sustainable growth.

We are also a member of AAMPACT, which acts as the international representative of leading automotive suppliers in the independent aftermarket. AAMPACT provides a platform for industry-wide discussions, is involved in project work and is committed to the shared interests of the independent aftermarket industry. Partnerships with other associations and the automotive industry strengthen not just our company, but also the market as a whole.

» INNOVATION AS A SUCCESS FACTOR

Innovation is the key to our success. Our company’s development shows how we have always aligned ourselves with the needs of the market and acted quickly to seize opportunities:

- Market adaptation through solutions: when Japanese vehicles came to Europe for the first time, we recognised the demand and offered suitable spare parts, initially through our Nipparts range and later through our Jakoparts range.
- Continuous further development: from automotive electrics to ranges for Asian vehicles and comprehensive diagnostic solutions, we have continuously developed and enhanced our offering and remain flexible when faced with new requirements.

Our innovative spirit spurs us on to continue creating smart solutions in future which make a real difference to our partners and customers.

Diagnostics at Herth+Buss: technological advancements for the market

Our development work in the field of diagnostics is a prime example of how innovative strength can come from combining technical expertise with partnerships. It is underpinned by the technical experience of our employees, who provide crucial input.

- Step-by-step development: it all started with our Inspector, which was our initial solution for diagnostics. We continued developing and refining our solutions step by step, leading to the launch of our Diagnosis on Demand remote maintenance tool.
- Partnership with AUTEL: as an official sales partner for AUTEL in the DACH region, we offer the right diagnostic device for every situation – from compact to comprehensive solutions. This collaboration has enabled us to expand our diagnostics range and focus on new product areas such as ADAS.

*“THE COLLABORATION WITH
HERTH+BUSS IS
STRAIGHTFORWARD,
OPEN AND
RELIABLE. THEIR
COMMITMENT AND
RESULTS-ORIENTED WAY
OF WORKING MAKE THEM A STRONG
PARTNER. **OPEN DISCUSSIONS** AND
SHARED GOALS HAVE RESULTED IN A
SUCCESSFUL PARTNERSHIP BASED
ON TRUST. WE LOOK FORWARD TO
CONTINUING OUR COLLABORATION!”*

Massimo Girlanda,
AUTEL Automotive Intelligence



» OUR VISION: PERFECT REPAIR SOLUTIONS!

We strive for perfect repair solutions so that we can make our partners more successful. The use of modern technologies will play a key role here in order to continuously improve the efficiency and quality of our solutions. We are also focusing on expanding in cooperation with partners. Collaborations form the basis for continuous enhancements to our workshop equipment range.

Our future lies in strengthening and expanding our partnerships. Whether it’s with customers, suppliers or technology partners, we firmly believe that real progress can only be achieved by working together. We have followed this principle for more than a century and it will continue to shape what we do in the future. Together with our partners, we are looking ahead to a successful future with enthusiasm, innovative strength and a clear focus on the needs of the market.

SUSTAINABILITY AND SOCIAL RESPONSIBILITY AS PART OF OUR COMPANY PHILOSOPHY

» HOW HERTH+BUSS ACTIVELY IMPLEMENTS IMPROVEMENTS

Dependability and quality as basic pillars

Reliability and trust are every bit as vital as quality, innovation and service. Actions are what matter. At Herth+Buss, we take concrete measures to not only continuously improve our products and processes, but also live up to our responsibility in society. Our company strategy revolves around a clear focus on quality and social commitment. This combination characterises us as a company, and we continuously work to improve it and develop it further.

Optimising processes and products: Total Quality Management (TQM)

Our top priority is to optimise quality, whether in our products or in internal workflows. This mission is deeply rooted in our company culture and is reflected in our Total Quality Management (TQM).

Our TQM system combines different management approaches and forms the basis for our day-to-day actions. It ensures that all work-flows, from purchasing and production to delivery, meet the very highest standards.

We underline our commitment to quality through our certifications to ISO 9001 and ISO 27001, strict risk management, and compliance with ESG (Environmental, Social and Governance) criteria. In particular, our ISO 27001 certification confirms the implementation of an effective information security management system (ISMS), which is designed to ensure the confidentiality, integrity and availability of information. This certification demonstrates our continuous efforts to minimise security risks and meet the highest standards when handling sensitive data.

The “Recognised for Excellence in Europe” award from the European Foundation for Quality Management (EFQM) confirms our commitment to continuous optimisation. Other essential aspects are the selection and assessment of our suppliers, which are carried out according to the highest standards in order to ensure outstanding quality across the board.

Social commitment: taking responsibility

Our company is aware of its responsibility – not just in terms of quality and processes, but also when it comes to our role in society. As a large family company, we believe it is our duty to actively engage in social and charitable projects. We not only live up to this responsibility in our day-to-day business dealings, but also in various partnerships and initiatives.

Commitment within and beyond our region

We have been committed to projects in the Heusenstamm region and beyond for years. Our work ranges from internal fundraising campaigns, such as at Christmas, to long-term partnerships with foundations and associations. Our active support for local sports club TSV Heusenstamm as a sponsor lies particularly close to our hearts.

Children in need campaigns by the Peter Maffay Foundation and TEILEn e.V.

Another project that we consider important is our support for the children in need campaigns by the Peter Maffay Foundation, and for the association TEILEn e.V. Since 2012, over 60 companies from the automotive parts and workshop sector have been involved in TEILEn e.V. to protect children in road traffic. Herth+Buss is proud to be part of this network. Together with our partners, we have distributed 35,000 road safety items to children in over 1,000 independent vehicle workshops, including high-visibility safety vests and collars, safety armbands and bicycle reflectors. These measures actively help to keep children safe in road traffic.

Outlook: continuous development as the foundation for success

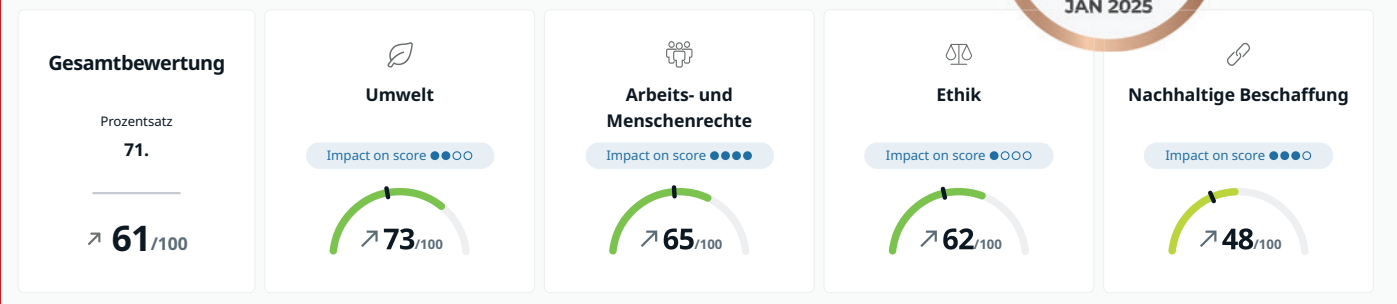
At Herth+Buss, ongoing development and refinement of processes, products and social commitment is part and parcel of our company culture. The way we see it, quality, innovation and social responsibility are not merely empty words – they are an integral part of our day-to-day business.



Sustainability across the board: eco-friendly logistics and responsible company management

Sustainability is another cornerstone of our company strategy – we use sustainable logistics and eco-friendly shipping solutions. All parcels leaving our site are shipped using the DHL GoGreen service. This ensures that transport-related CO2 emissions are offset and we

help to protect the environment. Our efforts to promote sustainability have been honoured with a bronze EcoVadis medal, putting us among the top 35% in the industry.





Shaping the future together

As the owners of Herth+Buss, Holger and Jens Drawing represent continuity and progress. Building on a strong foundation from the past and with a clear vision for the future, they are writing the next chapters of our family company's success.

GET TO KNOW OUR OWNERS: HOLGER AND JENS DREWING

For generations now, Herth+Buss has been a family-run company that combines tradition with innovation. As owners and Managing Directors, Holger and Jens Drawing play a crucial role in the company's fortunes.

» HOLGER DREWING:

Eager for innovation and a systematic approach to business

Start of management duties and vision

Following the death of their father, Holger and Ralf Drawing took over the management of the company in 1992 and ushered in a new era for Herth+Buss. Holger Drawing pursued a clear vision from the very outset: to establish quality and innovation as hallmarks of Herth+Buss.

A systematic approach to day-to-day business

"Knowing is not enough; we must apply. Willing is not enough; we must do." This quote from Frankfurt-born poet Goethe defines Holger Drawing's actions on both a professional and personal level. For him, taking a systematic approach means always aligning his behaviour with the objectives and rules set. In this eyes it's a question of credibility – a failure to observe this principle means losing people's trust. This applies in particular to the application of the Herth+Buss company guidelines, which reflect the values we want to embody and champion at Herth+Buss. Discipline is one of the most important virtues here.

Values and leadership

In keeping with our company philosophy, Holger Drawing strives to provide each customer with the right spare part in the highest quality. However, for him, quality includes much more than that. He believes that reliable customer service, joint further development, and innovation are essential to secure strong, long-lasting partnerships. One of the key questions that defines our day-to-day work is: "How can we help our customers to become more successful?" This basic mindset is also reflected in our company values and is something that Holger Drawing embodies and embraces. Partnership, innovation, and family – these are the cornerstones of Herth+Buss!

Selling as an art

Holger Drawing highlights: *"Selling is an art that fosters a sense of closeness, builds trust and establishes real connections between people."* He firmly believes that true success does not come from one-off transactions, but instead from ongoing relationships and from trust built up over years.

» JENS DREWING:

Fresh impetus and confidence in a changing world

The fourth generation joins the team

Jens Drawing joined the management team in 2024, representing the fourth generation of the family. After studying in Ingolstadt and obtaining his Master's degree in Strategic Management in Dublin, he gained valuable experience at Amazon where his duties included leading strategic projects and working as an EU supplier manager.

A global outlook and an international focus

Jens Drawing is responsible for international expansion and the growth of our subsidiaries in Great Britain, France, Belgium and Spain. His vision is to make Herth+Buss even more agile and innovative in order to meet the dynamic requirements of the market.

A combination of tradition and innovation

Jens brings new energy and a fresh perspective to the company, with a strong focus on further developing our international markets and optimising internal processes. He combines a global outlook with the family values that characterise Herth+Buss.

And finally: 3 quick questions for our owners!

■ Jens Drawing ■ Holger Drawing

- ☐ ☒ The early bird catches the worm!
- ☐ ☒ Film
- ☐ ☐ Country bumpkin

- ☒ ☐ I hit top form in the afternoon
- ☒ ☐ Series
- ☒ ☐ City dweller

IN MEMORY OF RALF DREWING

On the occasion of the 100th anniversary of Herth+Buss, we would like to remember someone who played a crucial part in the company's development and success: Ralf Drawing.

*AS MANAGING DIRECTOR
AND CO-OWNER, HE SHAPED
THE PHILOSOPHY AND
GROWTH OF HERTH+BUSS
FOR DECADES.*

*HIS COMMITMENT,
FORESIGHT AND **TIRELESS
DEDICATION** MADE HIM
A KEY FIGURE IN THE
COMPANY'S HISTORY.*

Ralf Drawing passed away on 20 July 2024 from a cardiac arrest while on holiday. We are all deeply saddened by this tragic loss. He leaves behind a large void, both in the family and in the company.

Ralf Drawing was also an intelligent, team-oriented person who was always willing to help. As a manager, he had an open, honest nature that made him equally popular with colleagues and business partners alike. His friendly and accessible personality made it enjoyable to work with him at all times, both professionally and privately.

Ralf was a cheerful, happy person who always appreciated his family and his values.



His start at the family company in 1984 marked the beginning of a long and successful journey. He initially worked in the IT department, but soon turned his attention to building up the newly launched range of wearing parts for Japanese vehicles, which was started in cooperation with Nipparts from the Netherlands. This initiative played a major role in ensuring that Herth+Buss became the market leader in Germany in the independent repair and maintenance market.

***WITH HIS
COMMITMENT AND
IN-DEPTH KNOWLEDGE
OF THE INTERNATIONAL
AUTOMOTIVE INDUSTRY,
HE ESTABLISHED A
GLOBAL PRESENCE FOR
THE COMPANY,***

especially in Japan, Taiwan, South Korea and China. In recent years, he proudly reported that Herth+Buss enjoys an excellent reputation in China.

Ralf Drawing leaves behind a wife and two sons, Jens and Lars, who were always a top priority in his life. He was particularly proud of the collaboration with his oldest son Jens, who joined the company in November 2023. For Ralf, the joint work conducted in the last months was a real cause for celebration.

„My brother's death is very difficult for us all and, of course, has come far too early. I'm glad that my nephew Jens Drawing joined us in November 2023. It was clear how much this filled my brother with pride," said Holger Drawing.

***WE WILL ALWAYS
REMEMBER RALF
DREWING AND HONOUR
HIS SIGNIFICANT
CONTRIBUTION TO
THE DEVELOPMENT OF
HERTH+BUSS.***

GREAT WORKING ATMOSPHERE
 STEADFAST
 COHESION
 SPECIALIST
 SYMPATHETIC
 TEAMWORK!
 CUSTOMER-ORIENTED
 RELIABLE PARTNER
 EFFICIENT
 TEAM PERFORMANCE
 QUALITY
 RESPECTFUL
 DURABILITY
 INSPIRING
 BUSINESS
 FAMILY
 HUMAN
 SECOND HOME
 PASST IMMER!
 STABILITY
 AMBITIOUS
 LOYAL
 RESISTANT
 UNIQUE
 SUPPORTIVE
 FUTURE
 COMMUNITY
 RELIABILITY
 DYNAMIC
 TRADITIONAL
 THAT IS
HERTH+BUSS
FOR OUR
EMPLOYEES

OUR PEOPLE ARE OUR BRAND

Endurance, team spirit and the opportunity to take on responsibility. I value the ability to actively shape processes and overcome challenges together with colleagues.

A successful family company with flat hierarchies and a great focus on employees.

A huge office building, family, 300 people and yet almost everyone knows one another, shared values and innovation!

Constantly tackling new challenges.

A job where I feel right at home.

I associate loyalty and humility with Herth+Buss.

Community, cohesion, friendships!

A company with a strong history, high quality standards and a dedicated team.

A thoroughly positive working relationship plus great colleagues who always stand behind me and support me.

Over 18 years of successful work with great colleagues and usually a lot of fun!

Teamwork.

A passion for cars, spare parts and repair solutions!

Daily work and challenges, colleagues, growth and development each year.

High-quality car parts and a family-run company with family values and professionalism.

Meet many people, solve problems and constantly inspire customers.



herthundbuss.com

100 YEARS
HERTH+BUSS