

**One brand.  
Two great  
ranges!**

**ELPARTS | JAKOPARTS**



ELPARTS | JAKOPARTS

**HERTH+BUSS**

# Dear customers and partners,

The reputation of Herth+Buss as a mainstay in independent workshops 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. Without your commitment, this success would not be possible. For this, we thank you!

However, this success also demonstrates that our resolute dedication to quality and service is paying off. This is an incentive for us to continue on the same path, for instance by bundling all vehicle electrical parts in our Elparts range, regardless of whether they are required for repairs to cars or commercial vehicles. This makes the ordering processes considerably simpler.

Through continuous expansion of our Jakoparts range, we will continue to develop our leading position as a supplier of spare parts for Asian vehicles. And you can naturally rely on us to be the first supplier to provide you with spare parts for new models in the future.

Just as important as the quality of our products is the service which we offer you. Here, too, we go above and beyond what is expected – such as with our support in creating storage concepts or through local visits to you and your customers.

Please ask us if we can support you too.  
We're glad to be of help!

**Ralf Drawing**

**Holger Drawing**











# VISION

**We** are as a specialist the preferred brand supplier for perfect repair solutions in the international IAM.

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# MISSION

Herth+Buss is a financially independent family business which bundles the special ranges ELPARTS and JAKOPARTS under its brand. With our strong awareness of quality and service orientation we provide the free trade and independent workshops with special benefits with regard to:

- accuracy of fit
- stock proposals
- workshop field service
- customer BSC
- KOSTAL Kontakt Systeme parts distribution
- brake discs with ECE R90
- sensitive graphics
- online catalogue – universal part search
- online catalogue – a list of all products for each vehicle



# History from then to now

**1925**

Founded in Langen  
by Philipp Herth  
and Jakob Buss



**1928**

Wilhelm Meffert receives  
shares in the company.

Company relocated  
to Offenbach



**1932**

Wilhelm Meffert takes over  
all shares in Herth+Buss

The automotive electrics  
product range is launched

**1981**

The Nipparts product  
range is launched.

Japanese vehicle parts  
are imported to Europe.



**1991**

Holger and Ralf Drewing  
take over as managers  
of the company



**1996**

Certification in accordance  
with DIN EN ISO 9002 and  
membership of TecDoc

Official Kostal Kontakt  
Systeme distributor

**2002**

New brand identity



**2004**

Herth+Buss receives  
the „Recognised for  
Excellence“ award



**2005**

Introduction of R/F  
technology in logistics

Relaunch of automotive  
electrics in Elparts

**2008/09**

Herth+Buss France and  
Belgium are founded



**2010**

New construction of a  
1,400 m<sup>2</sup> office space and  
a new goods receipt area  
with five loading ramps



**2011**

Brand relaunch –  
One brand. Two great  
ranges!

Awarded the  
Ludwig-Erhard Prize

**2014**

Foundation of a  
representative sales office  
in Milan

Outsourcing of final  
assembly



**2015**

Open online catalogue  
with premium universal  
parts search and the option  
of viewing all articles for  
one specific vehicle at the  
same time.



**2016**

Exclusive contract with the  
Rapid Group (UK and Ireland).

Introduction of add\*ONE soft-  
ware for stock optimisation.





## 1961

Dr. Rainer Drewing  
takes over as manager  
of the company



## 1967

Herth+Buss relocates  
the company headquarters  
to Heusenstamm



## 1999

Introduction of SAP R/3  
on 1.3.1999  
  
Certification in accordance  
with VDA 6.2



## 2000

Herth+Buss becomes  
TecCom partner



## 2006

Relaunch of Nipparts  
in Jakoparts



## 2007

Commissioning of the new  
high-bay warehouse with  
3,200 pallet spaces

Listing at Temot  
International



## 2012

New construction of  
the Herth+Buss France  
company building



## 2013

Foundation of  
Herth+Buss UK



## 2017

Entering Social Media  
  
Founding of the company  
blog drive





# Our program: added value for your workshops.

Workshops want quality, fast delivery and good service. We have aligned ourselves precisely with these principles and thereby laid the foundations for your economic success.

In our Elparts and Jakoparts ranges for vehicle electrics and Asian vehicle spare parts respectively, you will only find parts from original equipment manufacturers or in OEM quality. Regardless of which spare part you need: Herth+Buss products always fit precisely, conform to standards and are manufactured with the utmost care. Both product ranges are continually expanded.

What's more: Herth+Buss will also be the first supplier where you will find specific vehicle electrics for cars and commercial vehicles or spare parts for Asian vehicles in the future. That's a promise!





## JAKOPARTS

With over 18,500 spare parts for Asian vehicles models, Jakoparts is the number one provider in Germany and one of the foremost providers in Europe. This is particularly attractive given the high number of Asian vehicles on the road, and not just in Europe.

## ELPARTS

Our vehicle electrical systems range now comprises more than 9,200 specialised parts for passenger cars and commercial vehicles. The range contains both vehicle-specific and universal parts.



**HERTH+BUSS**



## The specialist in vehicle electrics!

With our Elparts range we offer a comprehensive product spectrum that meets any requirement, from automobiles to commercial vehicles. This is our professional workshop solution and that's why we're always first choice.

### Our services for you:

- over 6,200 universal parts
- over 3,000 vehicle-specific parts with 666,000 vehicle links
- comprehensive range for all vehicle types
- exactly fitting parts allocation
- professional solutions thanks to over 90 years of experience

**Passt immer!**



## ELECTRICS

Signal devices



Signal units



Relays



Control units



Switches



Actuators+Sensors



Voltage transformers



Inverter



Alternators+Starters



Wash water pump



Ignition system





## INSTALLATION

Connectors



Attachment parts



Cable straps



Gaskets+Grommets



Insulating tape



Hoses+Pipes



Cables+  
Cable connections



Battery accessories



Plug housings



Fuses



Plugs+Sockets



Assortments



## TOOLS

Release tools



Pliers



Service+Diagnostics



Measuring technology



Battery management



Processing+Installation



Workshop lamps



## LIGHTING

Daytime running lights



Headlights



Lights



Reflectors



Warning equipment



Connection sets



(Lamp) sockets



Bulbs





## The best for Asian vehicles!

We are specialists in Japanese and Korean vehicle models. With its comprehensive range and first-to-market promise, our Jakoparts range of spare parts is a real heavyweight. That's why we're always first choice.

### Our services for you:

- over 18,500 vehicle-specific parts with 260,000 vehicle links
- exactly fitting parts allocation
- quality even for the latest models
- fast availability from Germany's no. 1

## Passt immer!



## ENGINE

Belts



Gaskets/Seals



Filter



Cooling system



Fuel system



## TRANSMISSION

Drive parts



Clutch parts



## BRAKE

Disc brake



Drum brake



Brake hydraulic



Parking brake



## CHASSIS

Suspension parts



Steering components



Wheel bearing kits



## ELECTRICS

Alternators+Starters



Ignition system



Glow plug system



Switch



Actuators+Sensors



## TOOLS

Processing+Installation









# Reliability and economy: the foundations for success.

The owner-operated company Herth+Buss is a specialist in vehicle electrics and spare parts for Asian vehicles. We stand for reliability and economy.

## **Reliable, not only where the quality of our own parts is concerned**

The quality of the parts which we acquire from original equipment manufacturers or which we manufacture to the highest quality is also absolutely reliable. We offer you the reliable availability of our product range with a delivery readiness of 95%.

What's more, you can rely on our promise that we will be the first supplier from whom you can obtain spare parts for new vehicle models. To achieve this goal, we have established the Research+Development department. By continuously updating items and their vehicle usage in our database, we manage to live up to our first-to-market promise and make sure that we have the right spare part in stock for the very latest models on the market.

## **Economical, so that your own competitiveness is also increased**

Trade is fuelled by efficient logistical processes and innovative products. We make it our goal to contribute to your competitiveness. We make a further contribution to competitiveness with innovative products that have been specially developed by us and our partners to meet the needs of your workshops. One such product is the selective hydrogen gas detector SelectH<sub>2</sub>, which workshops, vehicle dealers or experts can use to locate leaks in air conditioning systems within minutes.

We stand for quality and service. With our specialised ranges, we guarantee economy and innovative products with the fastest possible availability. Services you can rely on.

We also constantly strive to make part identification as easy and clear as possible for our customers. Vehicle manufacturers frequently use the same parts in new models as were used in predecessor models. In these cases, items already in stock can therefore quickly be linked. Using our new online catalogue, which is updated every month, customers can select the right parts before publication in TecDoc and other media.

## Passt immer!





# Data quality: in all catalogue systems.



## Partnerships

Herth+Buss is a founding member and partner of TecCom, the leading online platform for the free automotive parts market. Where orders, availability, delivery dates and accounting of parts is concerned, there is no better alternative. We have entered into additional partnerships with Partslife, VDA, VREI, ATR, Groupauto and Temot International, amongst others.

## Good master data are the basis for every business process

Since 1996, we have been the brand partner of TecDoc and transfer our catalogue data into the spare parts database. We have also been a TecDoc Certified Data Supplier from the beginning. We became a partner in TecCom in 2000 and a partner in TecAlliance since this organisation was formed in 2013 by the merger of TecCom and TecAlliance.

But that's not all: we also gradually began entering data in catalogue systems in other countries some years ago. But Herth+Buss is not only active in matters relating to Europe-wide presence in parts catalogues. We now also offer support with TecCMD. This is a new software and the first to offer all data recipients up-to-date, standardised, yet individual data retrieval for their merchandise management.



# Quality is based on actions: TQM and partnerships.

Reliability and trust are every bit as vital as quality and innovation. Actions are what matter:

## Total quality management

The optimisation of quality, whether for products or processes, has top priority for us. For this reason, a universally practised total quality management process is the basis of all our work. This has led to our headquarters in Heusenstamm being awarded the prize "Recognised for Excellence in Europe" by the European Foundation for Quality Management (EFQM).

We are certified according to ISO 9001:2015 and VDA 6.2, and verified in accordance with the StVZO (German Road Traffic Licensing Regulations). In addition, our risk management is performed according to ISO 9001. Our quality management process is rounded off by professional innovation management. In addition, almost all of our suppliers are also certified.







# Smart services: fast and customer-oriented.

## SALES PROMOTION

Our sales promotion is another important pillar for increasing the competitive edge of our customers. It goes without saying that we are present at in-house exhibitions and events held by our customers, as well as providing advertising material free of charge. The direct customer support we provide is backed up by sales promotions, which generate additional orders for our customers. But our sales promotion activity goes way beyond mere product information. Technical data sheets, monthly newsletters and the online catalogue support customers and workshops in their work.

- monthly data updates in our online catalogue
- sales promotions, mailings, PoS material
- participation in in-house exhibitions, customer events and trade fairs
- co-branding

## SUPPORT

We support you in the physical set-up of a support warehouse, where we will keep individual warehouse stock proposals for you. We arrive at these suggestions based on registration figures for the individual models in the relevant post code areas. Additional added value is also provided through our support in stock adjustment and warehouse maintenance, which will help you reduce your capital commitment. In a warranty case, we guarantee that a decision will be made in just 48 hours from when the goods are received by us. Our cooperation with Partslife also ensures that your used parts can be disposed of in an environmentally-friendly way.

- stock clearance and stock management
- fast and efficient warranty processing
- PARTSLIFE environmental protection system



## TRAINING

Two special tools for our customer's workshop affiliation are our training sessions held on-site and the Herth+Buss workshop field service mobile (WAD mobile). With our WAD mobile, we train your customers on-site. The increasing product specialisation, the advancing technical development, as well as the ever expanding Herth+Buss product range mean that the demand for workshop trainings is constantly rising. In our training sessions, we provide information on new functions and products and work with the workshop employees to find the suitable sales arguments.

- workshop round tables, trainings and joint visits
- product training
- support at the point of sale

## CATALOGUES

Are you missing the spare part you need? Our online catalogue contains our entire range. You can search through the 9,200 products from automotive electrics field and the 18,500 spare parts for the Asian vehicle models easily using the different search criteria. In the Elparts range, we offer the catalogues Electrics, Installation, Tools and Lighting. The catalogues are designed to be more useful and clearer than ever before. They are generated at the touch of a button based on a database. Our print and online catalogues are created from one source thanks to standardised data maintenance in accordance with the TecDoc standard.

- premium universal part search
- online catalogue
- catalogues for professionals
- mobile catalogue app



# Extra services: to create customer enthusiasm.



## LOGISTICS

Our goal is to support the value creation of our customers. This is why we offer additional services on top of delivery logistics, which provide a real added value. With our efficient and customer-orientated processes, we guarantee a high level of supply reliability and a high service level for each item.

- 95 % availability of our range
- national: express orders up to 5.30 pm, delivery by 8 am the next day\*
- international: deliveries possible within 48 hours

\*France: Express orders up to 6 pm or 5 pm (Fr.), delivery by 12 midday the next day, deliveries in 2 – 4 hours for items in stock with regional partners.

## ANALYSES

Our analyses are a key requirement for providing effective support for our retailers and also flow into our latest sales documents and data sheets. This includes comparison lists for competition numbers, prices lists or technical information. For example, our individual warehouse stock suggestions are based on automotive stock data, which we sort according to the registration numbers for the individual vehicle models based on the relevant post code areas. We can create these suggestions for both national and international post code areas.

- creation of current sales documents
- cross reference lists to competitors
- price lists and item data
- individual customer BSC
- stockproposals on local car parc statistics

## DATA

Efficient logistics and smooth-running support require a highly-qualified IT, so that efficient processes with different participants are integrated on one platform. We work with SAP in merchandise management and warehouse control and are also a certified data supplier for TecDoc. For communication with our retailers, in particular for online enquiries, orders and reverse messages, we use the solutions from TecCom: for item, price and logistics data management we use TecCMD and for electronic creation and sending of invoices in accordance with legal requirements, we use TecInvoice.

- certified data supplier for TecDoc
- online enquiries, orders, reverse messages via TecCom
- data exchange with TecCMD
- supporting TecInvoice
- reporting of inventory data (twice a day)
- image database

## INTERNATIONAL

Herth+Buss is growing all the time, as is our presence both locally and throughout Europe. With the foundation of Herth+Buss France in Châteauneuf-sur-Isère in 2008, Herth+Buss Belgium in Achêne in 2009 and Herth+Buss UK in Bristol in 2013, we are now closer to our customers than ever before in the French, Benelux and British markets. But presence isn't everything. Understanding our customers is just as important as ensuring that our customers understand us. We are constantly expanding the range of languages we cover – both online and offline. For other languages, we will always find a contact partner at Herth+Buss who understands you.

- listings at ATR, Global One Automotive, Group Auto International and Temot International
- sites in Belgium, France, the United Kingdom and Spain
- ongoing expansion of our range of languages
- representative distribution offices in Italy, Russia and Poland





# Our concept: solutions for the success of our customers.

**Outstanding services and a consistent, customer-oriented approach are not least the result of a universally practised corporate culture based on a concept which every one of our approximately 240 staff members can identify with.**

## **Impressed customers**

Satisfied customers are not enough. We want our customers to be impressed. This can only be achieved through our ongoing efforts to exceed the expectations of our customers.

## **Outstanding business processes**

We will only be able to impress our customers if we shape our business processes efficiently and continually optimise our logistics processes. That's why we are dedicated to universally practise total quality management.

## **Economic success**

It goes without saying that we can only sustainably contribute to the economic success of our customers if we have a sound economic footing ourselves, and if we employ an active risk management policy.

## **Innovation and learning**

He who stands still gets left behind. In order to be able to offer our customers added value in the future, we ensure that we learn continually and drive innovation further.

## **Business partners**

If different companies pool their strengths, then ideas and products can blossom for the mutual benefit of all involved. We utilise this potential sustainably. Our business relationships are based on mutual trust.

## **Social responsibility**

Our success is based primarily on the accomplishments of our society; whether in terms of education, infrastructure, social and economic freedom or the rule of law. We therefore see our commitment to environmental, social and educational issues as a duty which we are proud to perform.

## **Committed employees**

The success of Herth+Buss is inconceivable without our committed employees. The regular training of our team is just as commonplace in our company as a positive corporate culture and mutually beneficial interaction.









# Our workshop field service: added value through mobility.



There are two ways in which our workshop field service (WAD) makes a very clear contribution to your added value, to information and to customer loyalty. Also on board: the WAD-mobile.

## **On-site so that information flows faster**

Even in times of technological progress and ever shorter model cycles, Herth+Buss remains an agile and innovative catalyst for your economic success. However, extra training is necessitated by our ongoing range expansion efforts and our promise to be the first supplier on the market to offer spare parts for specific vehicle electrical systems and for Asian models. This is where our workshop field service "WAD-mobile" offers you direct, on-site support in the form of range presentations, product training or also for development of individual, turnover-boosting sales solutions.

## **Additional service to increase customer loyalty**

Our WAD-mobile contributes to the enhancement of your customer loyalty. If you invite your workshops to your locations, we'll carry out the presentations and training with our WAD-mobile.

## **Travelling together to keep trade moving**

The way is the goal! Our WAD-mobile accompanies your field service on its travels. This means you can provide your customers with the very best support. We offer practically oriented product demonstrations directly in the workshop with the Herth+Buss WAD-mobile.

## **Insider tips for successful repairs**

It has been demonstrated time and again that even seemingly insignificant problems can conceal a high potential for error which may consequently incur unforeseen costs. There are often problems with contacts, for example, which can only be replaced with difficulty. Using the high quality release tools from our Elparts range, mechanics can get a tight grip on the rising number of contact connections. Expertise is also required for problems with vehicle electrics, and up-to-date manufacturer information is required above all else. We can show you all of this in practical situations with our WAD-mobile. You can also benefit from our Know+How in our one-minute clips. Discover our broad product portfolio and experience it live.

## **Workshop training to keep work going**

Our experts speak the language of workshops and present current products and classics from our product ranges. They provide information on new functions and find problem solutions and appropriate sales arguments in cooperation with workshop personnel. Moreover, there are many professional tips and tricks for daily workshop operations.

For years, we have been fulfilling the growing need for information in workshops with our on-site workshop training sessions.





# Step-by-step to the new part

## New article admission process for vehicle-specific parts

Our Research+Development (R+D) division ensures that we have the right spare part for every vehicle and that we can keep our First-to-Market promise. An efficient parts development process is essential for this. Our R+D team works according to the process outlined here. This example describes the development and cataloguing of a new disc brake pad.



### A new vehicle is being launched on the market

We are informed of new vehicles coming to market well in advance via the KBA (Federal Motor Vehicle Transport Authority) and other international sources. These new models are added to our own vehicle database. The process of creating all relevant OE part numbers begins immediately using the EPCs of the vehicle manufacturers.



### Implementing the new article number

The query is placed with the supplier. If the part is already in the production program, a check is carried out to determine whether an ECE R90 license is available. If not, an application is made by the license holder. If the part is not in the production program, an OE part is purchased from the supplier for identification purposes.



1

2

3

4

### Crossing of the OE part numbers with our own database

Vehicle manufacturers frequently use the same parts in new models as were used in predecessor models. Carrying out the crossing process enables items already in stock to be linked quickly.



### Generating provisional article numbers

Provisional article numbers are created for unknown OE part numbers. These provisional article numbers are given references (OE, competitor) and added to our database. Then the assignment with criteria relevant for linking to the vehicles takes place.

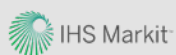




herthundbuss.com/  
onlinekatalog

#### First order with the supplier

The next step is to place the first order with the supplier. The registration figures from the KBA (Germany) and HIS Markit (EU) are used for orientation purposes when determining the first order quantity.



#### The new article is available to order

The article is available to order immediately by the customer. The customer can now also find the article in our Herth+Buss online catalogue, for example in country-specific catalogue systems.



**Autocat+**

5

6

7

8

#### Activating the new article number

Once the new part has been developed and the necessary certificates have been awarded by the approval authority, the provisional article number is replaced with an active Herth+Buss article number. All the generated data, linking-relevant criteria and reference numbers are transferred during this process.

#### First goods receipt

When all requirements are fulfilled, the new article enters the warehouse and the new addition is communicated, complete with all necessary information.



**HERTH+BUSS**





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