



A thyssenkrupp brand



Press Release

Forged Technologies

18 November 2021

Embracing the Digital Transformation: Berco launches innovative e-commerce platform for Aftermarket products

- Fast and user-friendly digital tool for order management
- Real-time information on prices, availability and delivery times
- Exclusive customer experience for the brand's dealers and distributors

Berco, a global leader in the supply of undercarriage components to major heavy machinery manufacturers and the Aftermarket, today announces the launch of its new e-commerce platform. Aimed at customers operating in the global Aftermarket, the website hosts the product offers of Berco USA for the American markets and Berco SpA for customers in Europe and Asia.

"The new e-commerce platform," comments **Piero Bruno, CEO of Berco**, "represents a fundamental step in offering our customers digital services with high added value. Berco is in the process of digital transformation regarding products, services as well as production. It will make us more agile, more flexible, more in line with the needs of today's global market. The launch of the new online shop will provide an excellent customer journey for our dealers all over the world."

5,000 items available from all three product lines

"The new e-commerce service offers comprehensive order management," comments **Diego Buffoni, Head of Aftermarket at Berco**. "The customer can control the entire ordering process and all related follow-ups in just one place. With this project, we created a platform that provides the user experience that online shoppers nowadays expect when purchasing online," ends Buffoni.

A complete product catalog for the undercarriage is available to dealers – currently 5,000 items are present – relating to Aftermarket spare parts. Designed to be easy to navigate and user-friendly, the catalog offers an advanced product search for each machine. Customers can run searches based on the OE code or by using the Berco code. Each code is accompanied by an accurate description of the respective item, as well as images and technical details. The dealer can choose their product from three Berco Aftermarket product lines: Service, Original or Platinum.

Real-time information and purchasing history

In addition to the search results of the product, Berco dealers can immediately see the stock availability of each individual component, its price and delivery times, current promotions and special offers. They can also submit a request for a full quota. Once the order is completed and confirmed, users can follow the shipment and track their ordered goods, enabling them to adjust the warehouse processes.

The order history is available in the "My account" section, where the user can search for a specific product or the date of purchasing, so as to facilitate new orders. The



A thyssenkrupp brand



thyssenkrupp

management of complaints relating to the product quality or shipping errors are also handled directly here using a newly developed, dedicated software tool.

“This project is essential in two significant ways. On one hand, it has improved our customers’ journey, and on the other, changed the mindset of our company, which is preparing itself more and more for the digital world,” says **Luciana Finazzi, Head of Communications Berco** and leader of the e-commerce project.

Berco's Aftermarket offer today is divided into three different product lines: Original, Platinum and Service Line. The Original Line supplies customers with components identical to the corresponding Original Equipment parts, in terms of geometry and production processes. The Platinum Line exceeds this quality level, surpassing the original equipment in terms of quality, durability and performance. The Service Line was created for machines that operate in construction and offers best value and performance balance.

About Berco:

Berco is a global leading manufacturer and supplier of undercarriages for heavy machinery. With over 100 years of experience, the Italian company creates tailor-made undercarriage solutions for all types of machinery that range in weight from 1 to 330 tons. A market leader in components for Compact Track Loaders (CTL) and a main player in the mining sector, the industries the company supplies include construction, forestry and agriculture. One in every five chain-driven construction vehicles relies on Berco systems. The company’s commitment to innovation is demonstrated by its continual investment in R&D as well as by its supplying of best-performing, long-life solutions to leading OE manufacturers.

For the Aftermarket, the company provides drive sprockets, idlers, rollers, track chains, track shoes and undercarriage systems. Its ranges are available in three product lines: Platinum, Original and Service. Berco’s main factory is located in Copparo, Italy and the company has four other facilities in Italy, Brazil and the US, with an overall workforce of around 1,800 employees. Berco has been part of the thyssenkrupp group since 1999, and in 2018 joined the Forged Technologies business unit – the world’s largest forging company.

About thyssenkrupp Forged Technologies

thyssenkrupp Forged Technologies is a diversified supplier of components and system solutions for a wide range of different industries and markets. The forging group has a unique global footprint by operating more than 50 forging presses in 18 locations worldwide, including in Germany, Italy, Bulgaria, the USA, Mexico, Brazil, India and China. With sales of over 1 billion euro, the company specializes in the production of components and systems for the automotive, truck and construction machinery industries.

Luciana Finazzi Filizzola
Head of Communications
Forged Technologies
T: +49 201 844 534660
M: +49 172 5334526
luciana.finazzi@thyssenkrupp.com

Dagmar Klein/Cathal Foley
bmb-consult
Berco Media Consultants
T: +49 89 8950159-0
d.klein@bmb-consult.com
c.foley@bmb-consult.com