

Marienheide, March 13, 2026

Trade sector recognizes PFERD TOOLS' commitment

PFERD TOOLS once again scoops the “Trade Partner” award in the “Grinding and Cutting” category, achieving the best overall score

Jörg Hesse, CSO of PFERD TOOLS, the Marienheide-based manufacturer of tools for work on surfaces and the cutting and machining of materials, has good reason to be proud: “The fact that we’ve now won this award for the eleventh time is a testament to our focus on high-quality and innovative solutions, and to our commitment to always being there for our partners in the trade sector – with expert advice, reliable commercial performance and comprehensive service.” This, he stresses, builds partnerships of equals and forms the foundation for successful strategic collaborations. “This award proves yet again that we understand what the trade sector needs and can meet their requirements.”

The trader survey is conducted annually by the German Central Hardware Trade Association (ZHH) and, as in previous years, was based on six criteria: loyalty to specialist traders, income, sales support, product innovation, delivery capability, and quality of data and digitalization. This year, the trade sector again awarded PFERD TOOLS top marks in all categories. “The fact that we further improved on our excellent score from last year shows that our commitment to the industrial B2B trade is serious and actively embraced at the company,” – by everyone involved, throughout the entire customer journey. “That’s exactly what we intend to continue driving forward this year. In challenging times in particular, the important thing is that we focus on our strengths – cultivating markets together, and advising industrial end users to deliver real added value.”

The event marked the 26th time that the Tools Working Group (AKW) of the German Central Hardware Trade Association (Zentralverband Hartwarenhandel e.V.) in Düsseldorf honoured industrial B2B trade partners in the fields of hand tools, precision tools, factory equipment, fastening technology, occupational safety, grinding and cutting, measurement tools, and chemical products. At the start of the year, trade retailers from the hardware sector with a tool range were asked to rate their industrial partners from 2025 based on six criteria. Over 8.6% of the roughly 1,500 companies that were contacted cast their votes.

About PFERD TOOLS

PFERD TOOLS is a reliable partner for high-quality tool solutions for work on surfaces, and for cutting and machining of materials. Its products are synonymous with premium quality, maximum benefits and optimal cost-effectiveness. PFERD TOOLS offers comprehensive advice and first-class service based on a clear focus on the customer's needs and collaborative relationships. www.pferd.com

Images



Peter Schmitz, PFERD TOOLS Head of Sales for Germany South, receives the award from Dr Paul Kellerwessel, honorary president of the Tools Working Group at the ZHH

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