



A LEADING SAWMILL CASE STUDY

How adopting a new sales channel has provided over **€500k extra turnover** in only the first 3 months



At a glance

Let's take a closer look at a remarkable family-owned wood processing company based in Germany that has retained its leadership position in the timber industry for more than a century. By prioritising its customers, maintaining a strong commitment to innovation, and generating nearly 50 million in annual turnover with sales worldwide, this company has built a loyal customer base and enjoyed ongoing success in a highly competitive marketplace. We'll explore how this company has managed to adapt to changing market conditions and trends while remaining committed to sustainability and customer satisfaction.

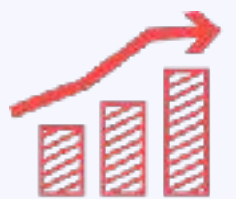
*Upon request of the company we have left out their name.



German based company



~50 million Euros annual revenue



Continued growth for over a century



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Committed to sustainable forestry and quality craftsmanship, we're evolving by joining the VonWood platform to streamline operations and improve our customer service. This new chapter strengthens our industry leadership and we're confident in its success.

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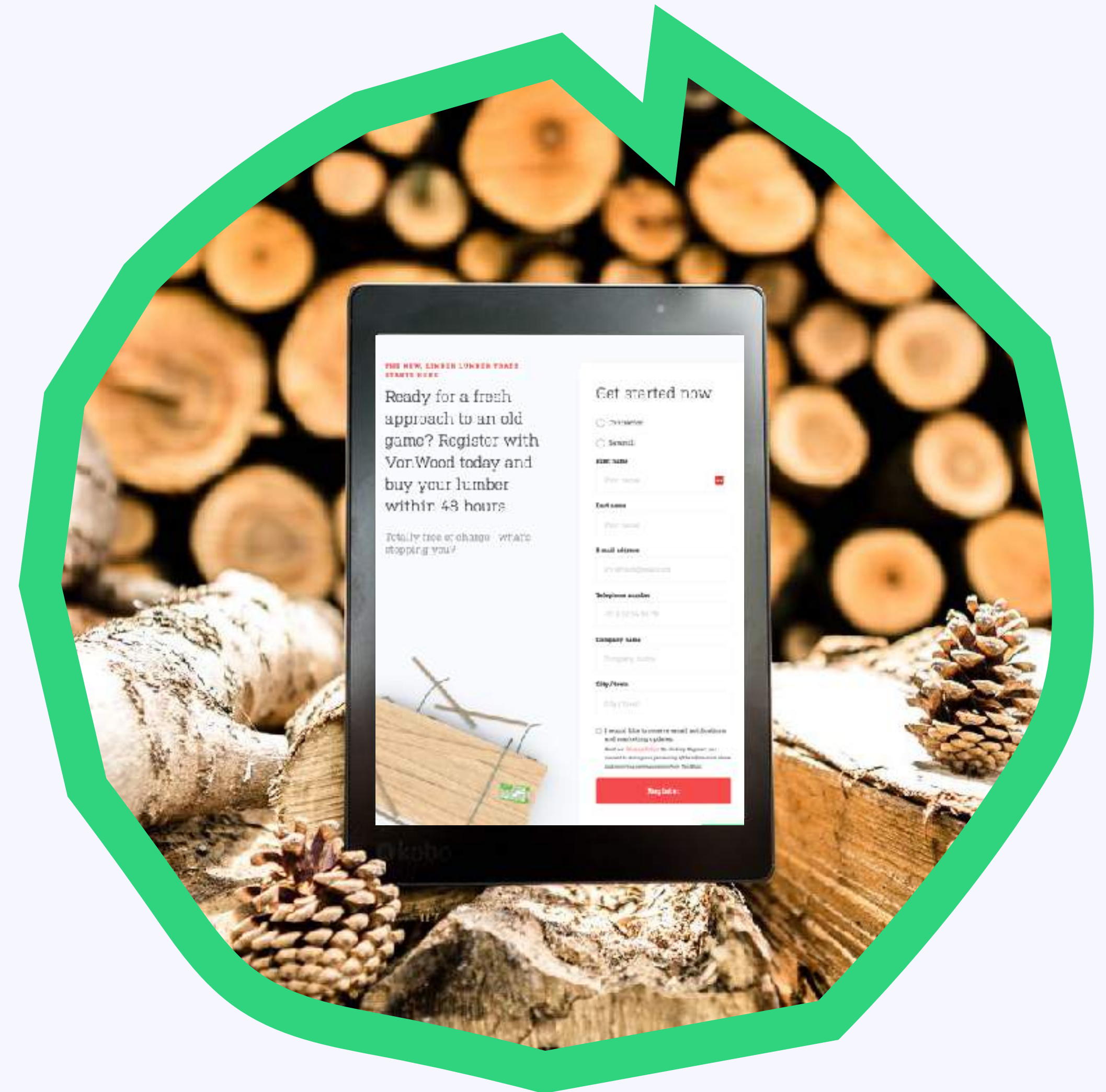
Spokesperson at the company



Challenges

Despite the company's long standing success, their old ways of working were causing them to struggle with inefficiencies that were impacting their profitability and customer service. Specifically, they were spending an excessive amount of time managing invoicing and organizing transport, leaving little time for other critical tasks such as building relationships with clients and staying on top of current prices. This would down the line impact their access to the market and create a dependency with their current buyers.

How could they expand their business within their current capacity that would set them up for the future?



Innovative Partnership

This family-owned wood processing company, known for its sustainability and quality craftsmanship, set its sights on further innovation and market leadership. In pursuit of this goal, the sawmill joined the VonWood platform in January 2023 as supplier. Since then, the platform has helped the company expand its customer base and increase revenue. Within the first few weeks of joining, the company received close to 40 requests from buyers through VonWood. In fact, the company generated over 500k Euros in revenue in the first 3 months on the platform, with a significant portion of that revenue coming from recurring orders representing an annual value of approximately 2 mio Euros.

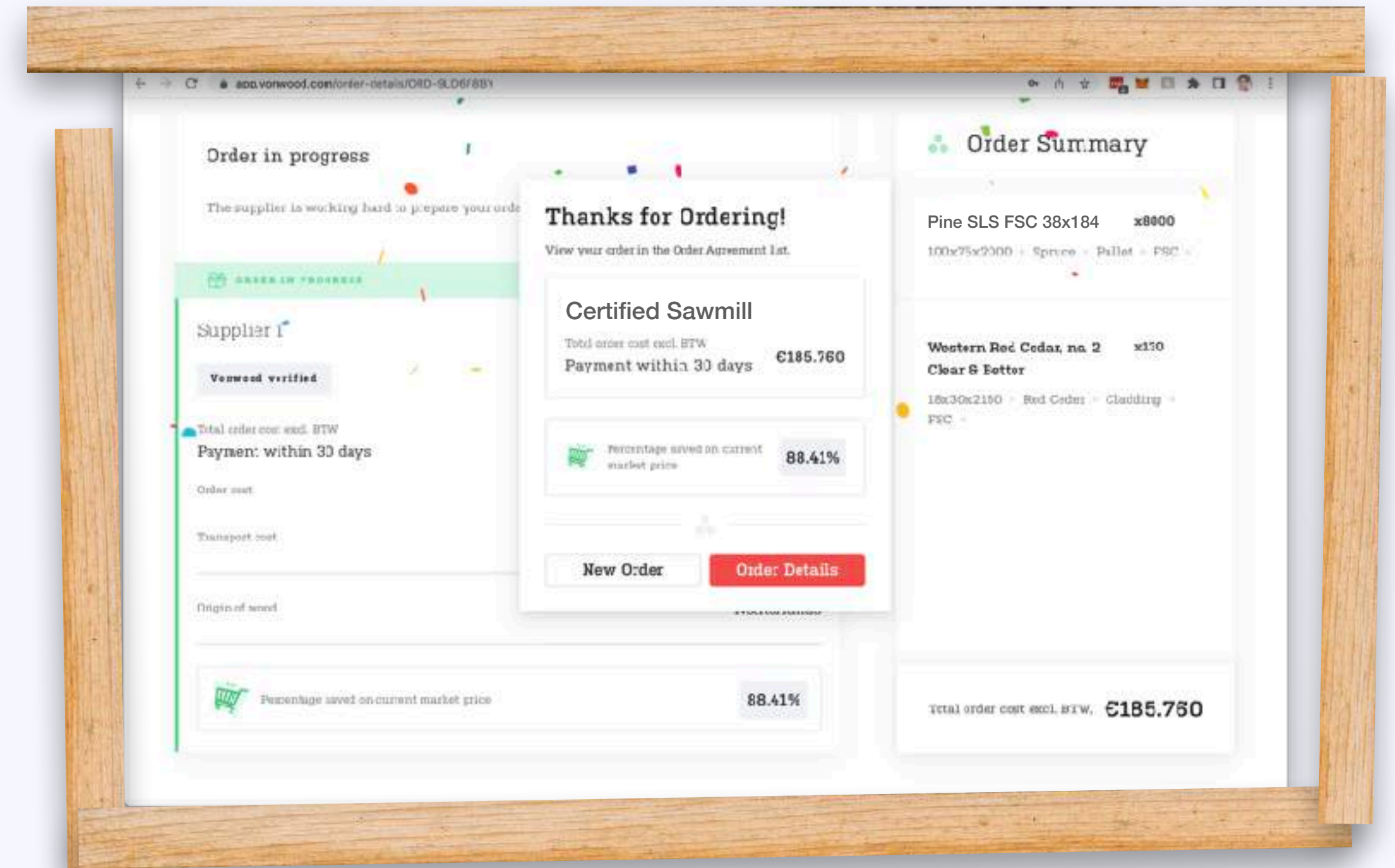


- **€500K in first 3 months**
- **Over 2 mio in first year**
- **0% Claim rate**



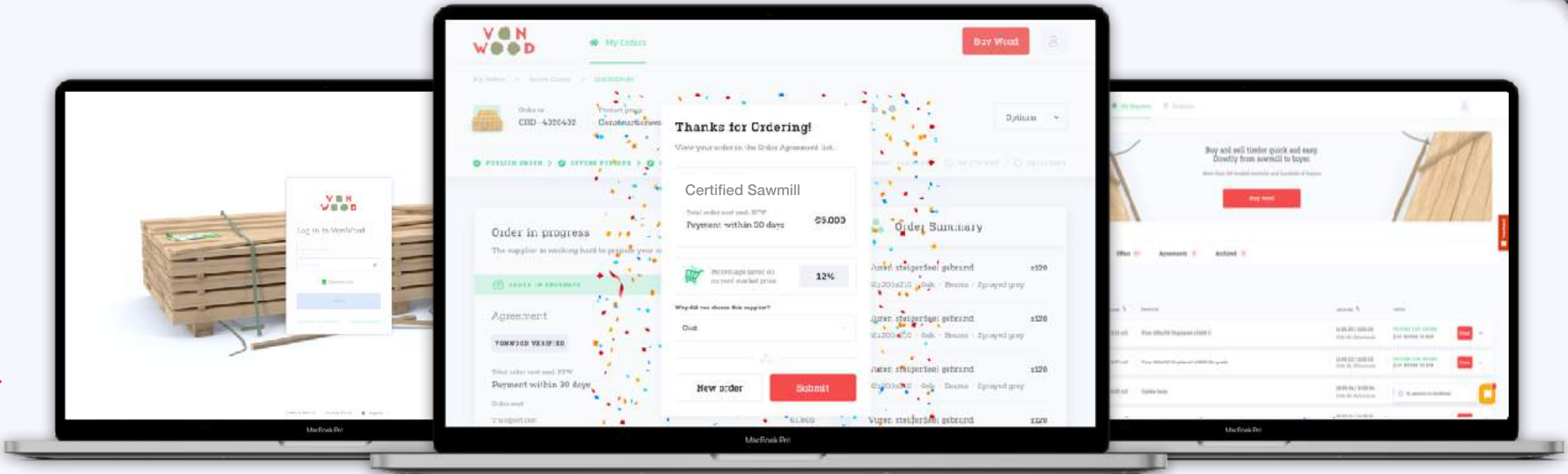
VonWood Empowers Companies In The Timber Industry


VonWood offers a range of services and resources to help timber companies optimize their operations and expand their reach. By leveraging the platform, timber companies can receive payments quickly and efficiently, which improves their cash flow and financial health. With VonWood's support, this family-owned wood processing company has streamlined its processes, increased efficiency, and can now offer more to its customers while doing less within the industry.



Embracing Innovation

Through their partnership with the VonWood platform, the company is moving fast towards a more innovative future, leveraging cutting-edge digital technology and industry expertise to optimize their processes and stay ahead of the curve. By embracing change and leveraging the resources available to them, this family-owned wood processing company is positioning themselves for continued success and market leadership for many years to come.



A large industrial facility with a high, arched metal roof. Inside, numerous large stacks of processed lumber are visible, some secured with green straps. The lighting is warm, suggesting a bright interior or natural light from large openings.

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VonWood can
help you grow
your business

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