



Lehmann&Voss&Co.

SITUATION

Lehmann&Voss&Co. is a leading provider of high performance thermoplastic compounds, additive masterbatches and innovative products for industrial customers worldwide. Based in Hamburg, Germany, the 120-year old company has seven business units located in key European markets, the U.S. and Asia.

Lehmann&Voss&Co. provides tailor-made solutions to meet the demanding engineering specifications for many applications in a variety of industries, including automotive, aviation, electrical, industrial, medical, food technology, sports and consumer goods.

Due to the extremely technical nature of these materials, it is important for Lehmann&Voss&Co. to provide customers and prospects with the specific properties and attributes of each product with datasheets. Prior to working with UL, these datasheets were shared through its sales force when customers inquired and in an annual mailing of physical CDs to companies in its system.

As customers began requesting direct access to product data, Lehmann&Voss&Co. decided to explore providing datasheets online to make it easier for customers to access the

information quickly and to search for specific product functionalities and properties.

“Customers wanted access to our product datasheets in real time,” said Lehmann&Voss&Co. Global Product

Marketing Manager Thomas Collet. “Many of our customers requested that we put our datasheets on UL’s Prospector®.”

What’s more, colleagues were confident that Prospector was widely used and well-respected by the individuals requesting

the company’s product information.

“Our sales staff commented that ULProspector.com is very popular with our target audience in the U.S. market as well as other regions,” Thomas said. “By offering our datasheets on Prospector, we believed it would provide our customers and prospects the information they needed and result in product exposure in all regions of the world.”

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SOLUTION

Lehmann&Voss&Co. determined that UL's Datasheet Service would be an opportunity to upgrade their delivery of product information to customers without having to build and maintain their own internal system. The team also understood the value of their product datasheets being available in the Prospector database.

Once UL received the product information, it was incorporated into a format that was designed for Lehmann&Voss&Co. UL created approximately 700 datasheets for the high performance polymer products, in both German and English. To ensure quality, all data was handled by UL engineers who are familiar with this technical product information.

Today, all of the Lehmann&Voss&Co. datasheets are incorporated into the Prospector database for easy access. The datasheets are also dynamically generated for viewing and downloading from the company's website. It is quick and easy to update all products or a single product sheet with this solution.

"UL's Datasheet Service has saved us from having to build and maintain our own online system, and UL's expert resources provided a layout designed for the technical reader. UL's process ensures all of our datasheets are in a consistent format and always professionally branded Lehmann&Voss&Co.," said Thomas.

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RESULTS

According to Thomas, since UL started managing the company's product datasheets and putting them on Prospector, product inquiries globally have increased.

"Clearly our target audience relies on UL's Prospector for technical data," he said. "Now that we have UL creating our datasheets

and making them available on Prospector, we have secured new customers and more inquiries." As Lehmann&Voss&Co. expands into new regions, Thomas is confident it will be easier to grow having product information on Prospector.

UL also provides Thomas with timely reports that include the contact information of companies that access the product information. "We can reach out to our customers and prospects to answer questions and continue the business development process," he continued.

Thomas concluded, "By replacing our legacy datasheet process with UL's turnkey datasheet service, we are providing our customers the data they need, in a format they expect, and we've become more efficient with our internal resources."

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