

**Berner France will be in Paris at the Equip  
Auto trade fair, from 15th to 19th October  
2019, at stand 3D089.**

*Saint-Julien-du-Sault, 15th October 2019*

**On its return to the EQUIP AUTO trade fair, Berner France is promoting the brand's premium traits, as well as the latest innovations in its offering of products and services.**

Berner France is making its big re-entry to the EQUIP AUTO trade fair. On this occasion, the French subsidiary of the German group, wants to shine a light on the premium character of its brand. To do so, the German firm's teams have dissected Berner's DNA to create a concept stretch over more than two hundred square metres. It is a space with a modern and premium feeling, in which after-sales and service professionals from the transport segment are invited to find out about the latest innovations from Berner's range, and to have an experience in tune with the company's #bconnected value.

**Applications around tyre changes and vehicle-cleaning will be in the foreground.**

Berner will use its stand at the EQUIP AUTO trade fair to present comprehensive solutions for tyre-changing and vehicle-cleaning. These solutions, which Berner calls "applications", are based on the following trio: products, services and expertise.

**Berner SARL**

Z.I. Les Manteaux  
14, rue Albert Berner  
89331 Saint-Julien-du-Sault,  
France  
Cedex  
[www.berner.fr](http://www.berner.fr)

**Press contacts**

Céline Petit  
Communications Director  
Tel. +33 3 86 99 41 18  
[celine.petit@berner.fr](mailto:celine.petit@berner.fr)

Rafaël Fernandes  
Vice Project Leader,  
Communications and Marketing  
Tel. +33 3 86 99 43 12  
[rafael.fernandes@berner.fr](mailto:rafael.fernandes@berner.fr)

Cécile Caron, Director of Transport Operational Marketing, explained:

*"At the EQUIP AUTO trade fair, we will be presenting our "products and services" offering, which has been evolving over the course of recent months to make Berner a point of reference and an indispensable partner in customers' everyday life to make the different stages/phases of their work easier. Indeed, for some areas of trade applications, Berner now offers its customers the "Applications" packages, which include not only a portfolio of technical and complete product solutions, but also some services. These applications are being launched with targeted marketing campaigns via offline (brochures, flyers, posters, stickers) and online (email, video, banners, dedicated landing page, etc.) media. "*

In terms of its products, the French subsidiary of the German group has reorganised its range and has made some new additions to help professionals in the fields of automotive after-sales and transport services in their daily work.

### **The multipurpose foam cleanser X-in-1 – a product of Berner's "applications" and already a star at the EQUIP AUTO trade fair**

As one of the new products/services launched in the framework of its "applications", Berner has chosen to highlight its multipurpose foam cleanser X-in-1 during its presence at the EQUIP AUTO trade fair. This cleaning product, with its innovative chemical composition, received a positive reception at its first user tests. The users welcomed its versatility and the



effectiveness of its chemical composition, (the product is as effective on windows and textiles as it is on plastics and screens). Berner has been pleased to see that the promise shown by its multipurpose foam cleanser X-in-1 has now become concrete, both in the form of good commercial success and also with a place as a finalist in the EQUIP AUTO International Grands Prix for Automotive Innovation.

### **Customer service and solution centre present at the trade fair**

Berner's Customer Service and Solution Centre is taking part in this new edition of EQUIP AUTO, presenting two services launched in the framework of the Berner applications: the BERA MODUL configurator and the database of chemical products. The former, is an online tool which allows after-sales professionals to recreate their workshop. They provide information as to the shape and dimensions of the latter, as well as the location of various obstacles. Berner's Customer Service and Solution Centre then advises the professionals on the BERA MODUL storage furniture, which is best suited to their business. Together, they focus on the tailored reorganisation of the workshop, to facilitate the management of stocks and daily work. A database of chemical products is also being presented at this EQUIP AUTO trade fair. After-sales automotive professionals will discover several features, including an overview of the Berner chemical products they have purchased and the option of creating groups of users, so as to disseminate information on the chemical products to staff involved in their use. Berner's Customer Service and Solutions Centre will guide these professionals through the database of chemical products, notably

focusing on the modules of “safety at work”, product safety datasheets and on the management of wastewater and waste.

### **About Bernier SARL**

Based in the Yonne department since 1969, the French subsidiary of the German group Bernier SARL is a leader in omni-channel distribution, a specialist in advising on and the sale of chemical, fastening and tooling products, PPE and technical supplies for professionals in the fields of construction and transport. Bernier SARL’s current turnover is €240mil. The company has 1,500 employees, of which 1,000 are involved in commercial activities, serving more than 100,000 customers.