Behind the Scene Trading

StainLess is More:
How to get Slow Movers back on the Fast Track

Trading is one of the most important elements within the stainless steel industry. It has al-
ways been very internationally oriented and people working in the industry have contacts
all over the world. Internet has been a major game changer and is already of influence
on how business is done. Roger Verbakel, director of Verbakel Stainless Steel B.V. in the
Netherlands, realized this and has decided to create an opportunity for the entire industry
to take trading a step further into the future.

After working for Avesta Trading and Noxon Stainless B.V. Verbakel started his own
stainless steel trading company in 2003. Now, after a year and a half of hard work, he
has, together with KCI Publishing and partners in the stainless steel industry, launched
a website called StainLess is More, a global online trading place for within the stainless
steel industry.

Roger Verbakel

What is StainLess is More?
StainLess is More is an on-
line database where mills
and stockholders can offer
their slow moving stocks to
the international stainless
steel market. Vice versa it
offers the market a unique
database where stainless
steel products can be found
and purchased easily. As
Verbakel puts it “StainLess
is More is a platform that
brings stock users and end
users together. It’s a bit like
a specialized version of E-
Bay, designed to fit and work
within the stainless steel in-
dustry.” The site went online
on November 1, 2011 and al-
ready has approximately 900
tons of material for sale.

User friendly
During the development of
the site Verbakel made sure
to keep it user friendly and
straightforward: “The web-
site is tailor made and we
are constantly tweaking and
fine tuning it. Users are able
to log in and find what they
are looking for in a matter of
minutes.” Because StainLess
is More is a completely new
concept Verbakel has made
an instruction video on how
to use the website. The video
can be found on the site
and helps people find their
way around and instructs users
how to get the most out of the
site. Verbakel also helps
first time users put their
products on the site. “This
is an extra service during the
startup period. Once people
start using the website they
can easily do it themselves.”

As an additional service
Verbakel offers 1,000
credits for free. “This gives
companies the chance to test
the site and decide if they
want to use it without mak-
ing any costs during the first
90 days.”

How it works
The StainLess is More site
features two main areas:
Products and Lots. In the
product area people can buy
or sell products or quantities
of a product. For example,
if someone has 60 tubes for
sale in the product area it
is possible to buy the exact
amount you desire. If some-
one then purchases 20 of
these tubes the additional
40 will stay for sale. “This
means that sellers can ac-
quire more than one sale
from one entry.” How sellers
use the Product area of the
site can vary quite a bit. It is
possible to put just one tube
or 400 of the same tubes on
one entry. In the Lots area it
is completely different. The
seller can add a lot for a set
price on which buyers can
then bid. This means that a
company has the opportu-
nity to sell a large amount in
one go.

To be able to put prod-
ucts online it is necessary to
purchase credits. One credit
equals one online entry. The
credits are valid for 90 days,
meaning the prod-
ucts will be online
for 90 days. A week
before the 90 days
are up a reminder
is sent by e-mail.
“In this case it is
of course possible
to buy more credits
and leave the prod-
uct online longer,
but ideally 90 days
should be enough
to sell.”

Success
Companies that al-
ready use StainLess
is More are very
optimistic about
the preliminary results. One
company was extremely
pleased that stock which
had been lying around in
storage for five years was
sold through the site within
a week. This also pleased
Verbakel: “this is a perfect
e x ample of why I created Stain-
Less is More. Every company
has certain prod-
ucts in storage
that are spotted
by us-
ers creating a cash flow
problem. Now, by using
StainLess is More compa-
nies can turn slow moving
products into cash.” Ver-
bakel believes that in the
future the site will replace
other search methods. “By
using StainLess is More
instead of search engines
such as Google, users
can directly find what they
need without spending hours
searching the web.”

So, surf to stainlessismore.
com and get your slow mov-
er back on the fast track!

Stress (VB) Italy - 26th & 27th September 2012

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