

PROFESSIONAL MEASURING

180 YEARS
since 1844
KERN & SOHN

KERN

KERN – Marketing

Creating success together



Marketing Manager



Hendrik Neff

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Marketing in the KERN universe

1. Digital & Online Marketing

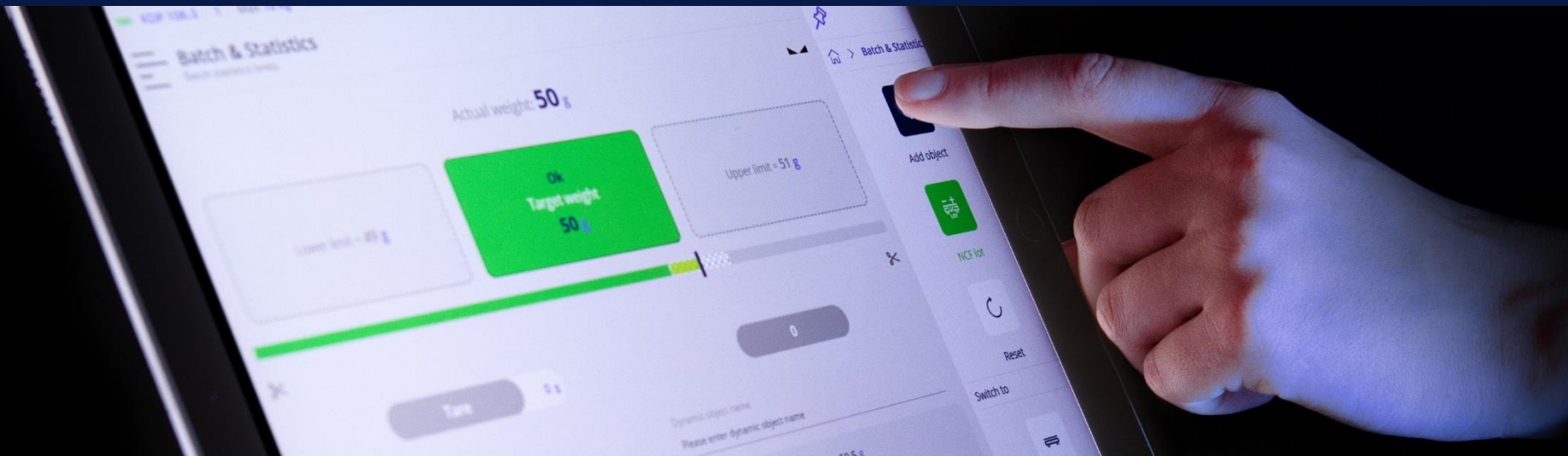
- PIM – Product Information Management
- Master Data
- IGEL
- Online Shop

2. Marketing & Communications

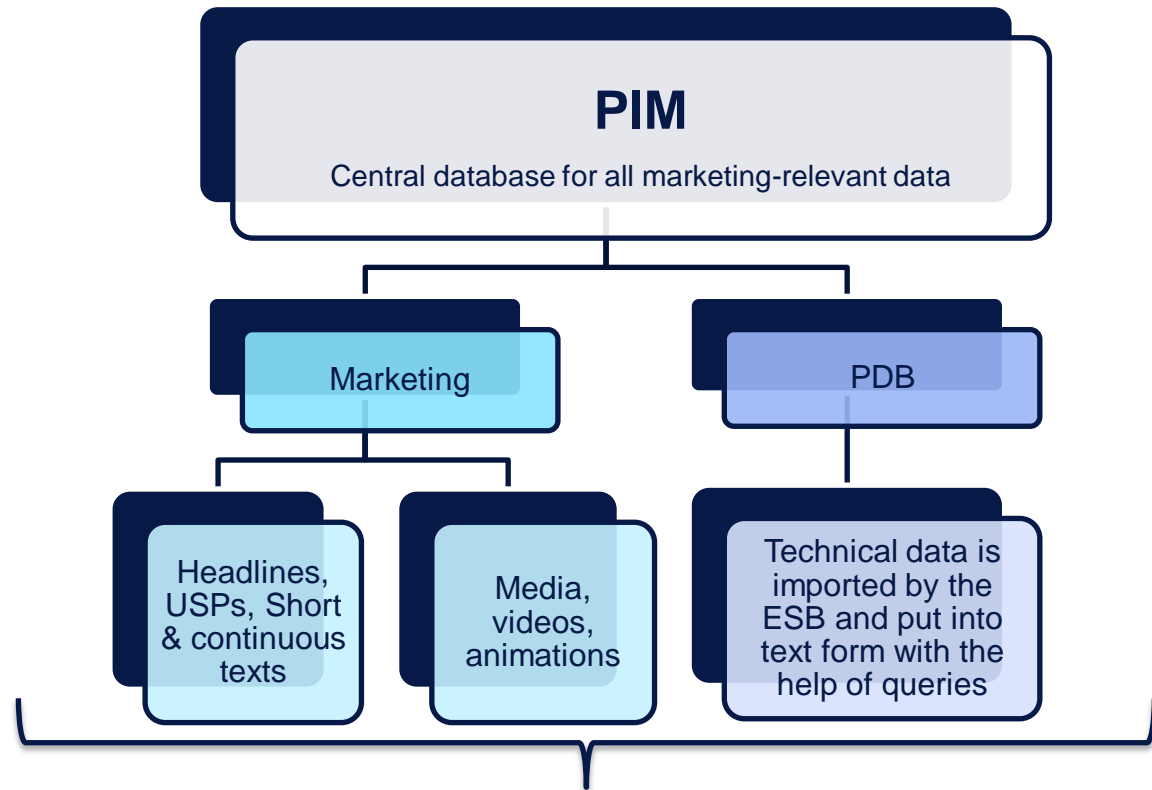
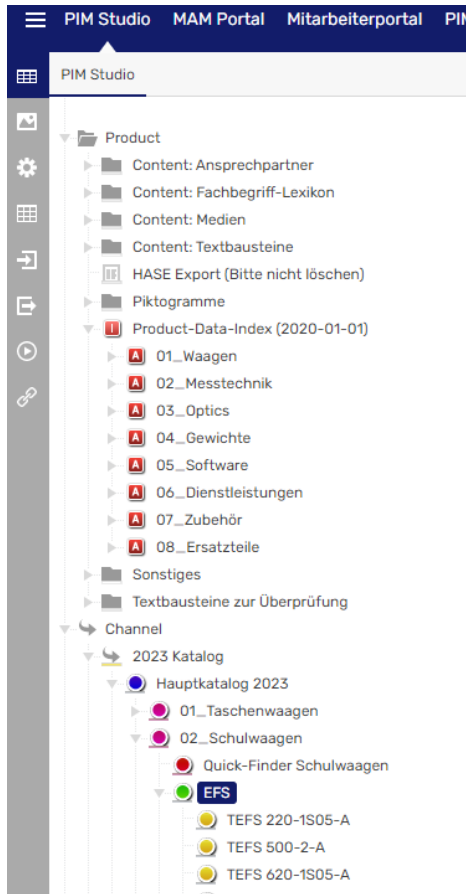
- Media channels and instruments
- PR & Social Media
- HASE-Flyer

Digital & Online Marketing

Short insight into the different fields



PIM-System

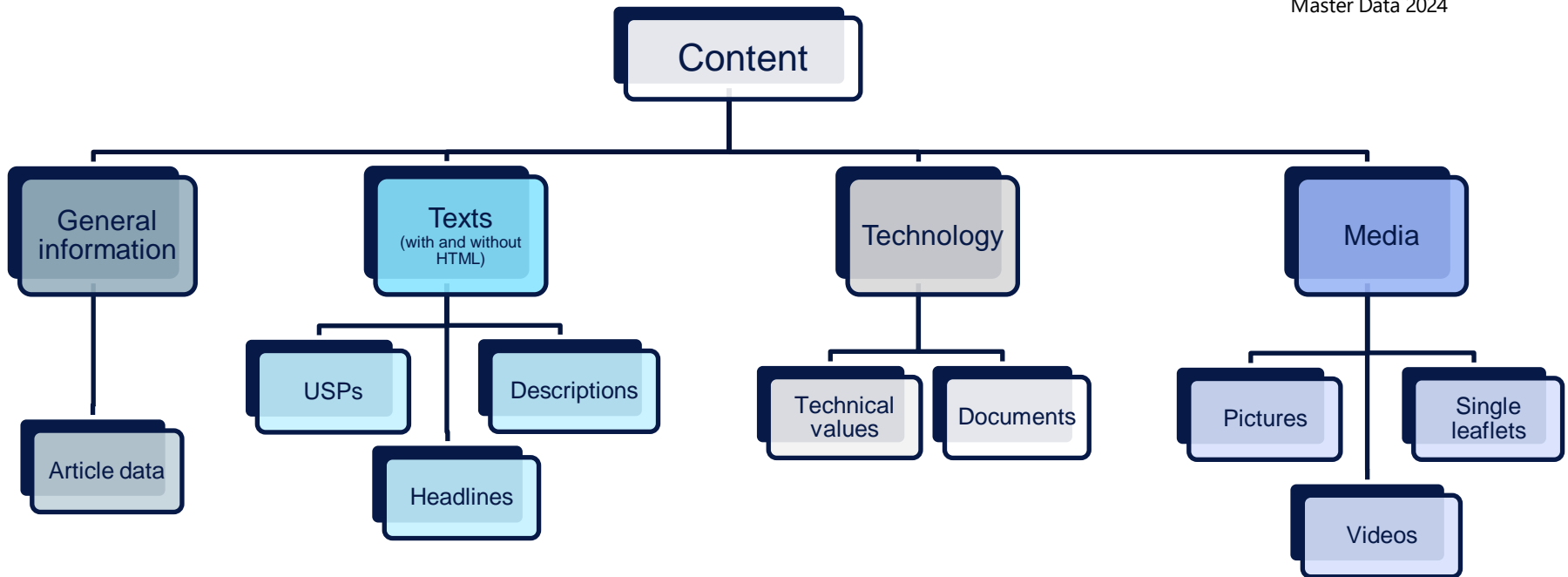


Generation of:
Catalogue pages, technical data sheets, webshop data

Master Data



Master Data 2024



We can also fill out your individual template in different formats - just contact us!

Contact – PIM



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IGEL – Product data individually customized for you

- Would you like to access our product data at any time?
- Do you need all the technical data at a glance?
- Are you looking for suitable accessories, services or spare parts?
- Would you like to download documents and configurations quickly and easily?
- Customizable exports make things easier for you?

→ Then take advantage of our „IGEL“

<https://igel.kern-sohn.com/>

Contact – IGEL



Hendrik Neff

Marketing Manager

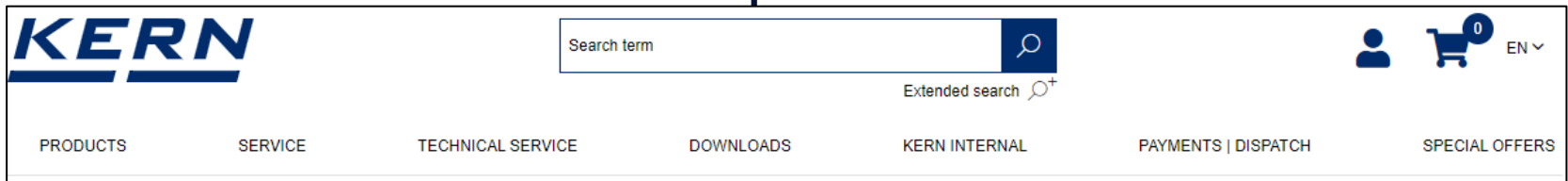
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Online Shop

ONLINE SHOP:

<https://www.kern-sohn.com/>



Product maintenance

Document maintenance

KERN intern

Login

Order process

Contact – Online Shop



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Fields of Marketing & Communications

See KERN from the best side



Made to Use – Flyer



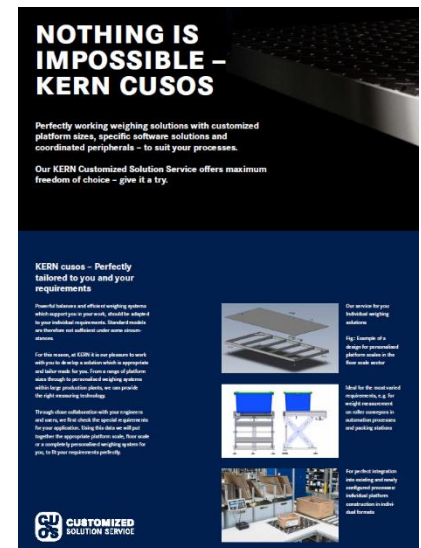
New product flyer



Branch flyer



Campaign flyer



Special flyer

Flyer system

1 New Product Flyer



- Cover: Picture in KERN Signature Look
- **Content: New KERN Model**
- Product image(s) standard, others possible
- Model info: Texts detailed (catalogue contents)

2 Branch Flyer



- Cover: Different motifs for several branches
- **Content: variable for 4 or 8 models**
- Textinfo 4 models: max. 3-4 Features
- Textinfo 8 models: max. 1-2 Top-Features

3 Campaign Flyer



- Image/text material is created to suit the topic in each case
- **Content: variable for 1, 4 or 8 models:**
- Textinfo 4 models: max. 3-4 features
- Textinfo 8 models: max. 1-2 top features
- Contact/contact person variable
- Only KERN logo or dealer logo additionally
- Blue action jammer possible

HASE –Create customised flyers for your sector

- Would you like to create flyers for various industries quickly and easily?
- Then take advantage of our „HASE“

<https://partner.kern-sohn.com/account/login>

- What does such a flyer look like?

[HASE-Flyer](#)

Examples for: Advertisements, inserts, posters, sponsoring, trade fairs, gifts



Partners with experience and competence are an essential factor for precise oriented processes in professional engineering and measuring technology. With KERN you have a service partner by your side who has a state-of-the-art test service with an accredited calibration laboratory. Our colleagues are available both for technical questions and also individual solutions and will be glad to help you.

The following accreditations and certificates represent our commitment to quality: Certified DIN system DIN EN ISO 9001, DINAK Accreditation DIN EN ISO/IEC 17025, conformity evaluation in accordance with BAMM 2014/21 EU, Medical certifications DIN EN ISO 13485 and ISO 14253.

You can also find further information online, please see www.kern-lab.com



Contact – CRM, Media Design



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Content - Social Media

KERN KERN & SOHN GmbH - Waagen, Prüfgewichte, Mikroskope, Re...
1,293 Followerinnen
3 Monate • Bearbeitet •

MEDICA is getting closer. Visit us next week at stand B25 in hall 9. We will be happy to keep an appointment free for you: <https://lnkd.in/eFaYNcpe>. Take the opportunity to get to know the digitally networkable baby scales, pl ... mehr anzeigen

Übersetzung anzeigen



Bilance digitali in rete e pesature più efficienti - Tecnica Ospedaliera
tecnicaospedaliera.it • Leseedauer: 2 Min.

KERN KERN & SOHN GmbH - Waagen, Prüfgewichte, Mikroskop...
1,293 Followerinnen
4 Monate •

Guessing question: How many crown corks are in the bucket on the picture at the top?
...if you look closely, you can read the answer on our counting so

Übersetzung anzeigen



KERN KERN & SOHN GmbH - Waagen, Prüfgewichte, Mikroskope, Re...
1,293 Followerinnen
1 Jahr • Bearbeitet •

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Übersetzung anzeigen



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Contact – Contentmanagement



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Summary

What we offer you



JUST FOR YOU!

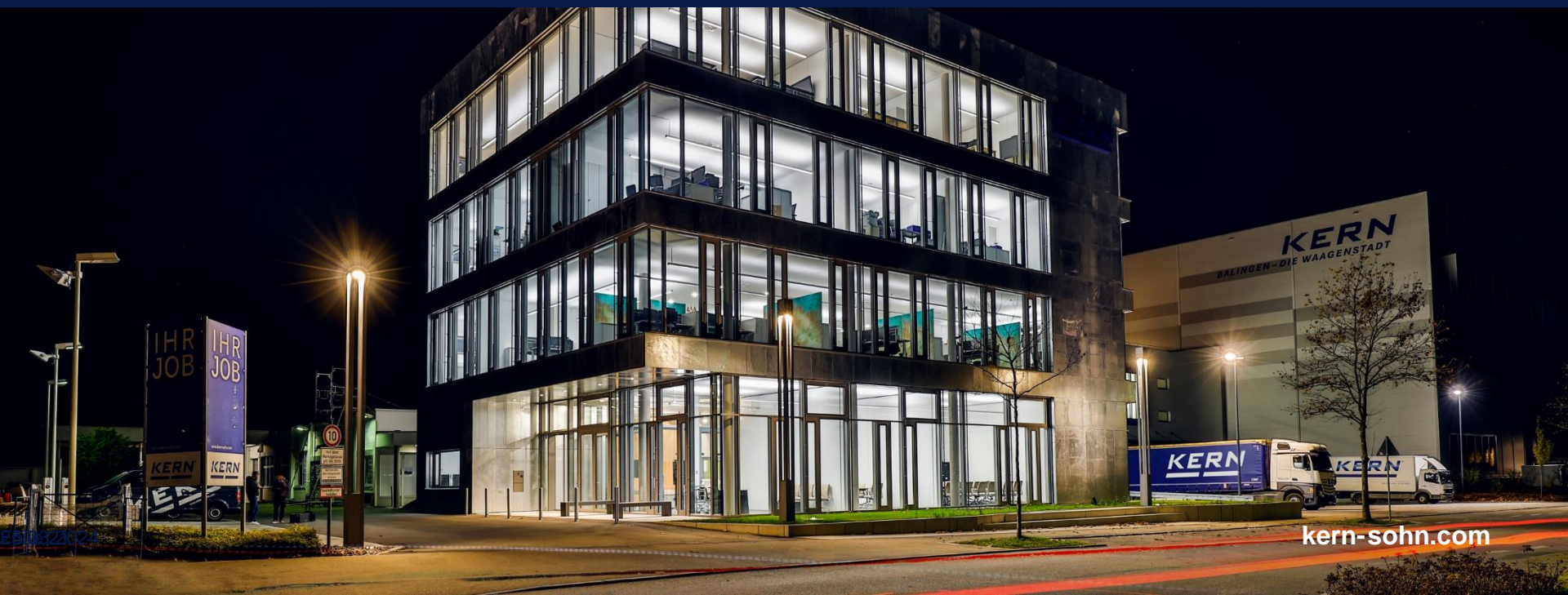
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Questions

Are there any further questions?



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