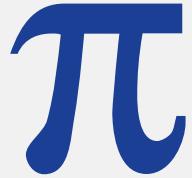


The background image is an aerial photograph of a large industrial facility. The main building is a multi-story structure with a light-colored facade and a flat roof. A large solar panel array is installed on the roof. The facility includes several parking lots with numerous cars and several large trucks, some with 'GLS' branding, parked in front. The surrounding area is a mix of industrial land and some greenery. In the top right corner, there is a large, semi-transparent watermark of the letters 'JU' in a bold, white, sans-serif font.

api $\pi$

# COMPANY PROFILE



**active.  
personal.  
individual.**

**The api GmbH was founded in 1994 and is now one of the leading IT distributors in Germany.**

The company supplies specialist retailers, system integrators, and e-commerce platforms with a wide range of hardware, software, and IT solutions. Thanks to long-standing partnerships with renowned manufacturers and a strong focus on service, api has established itself as a reliable partner in the industry.

Since 2016, api GmbH has been headquartered in Baesweiler. On a 32,000 sqm site, the company operates a modern logistics facility of 20,000 sqm and 6,000 sqm of office space.

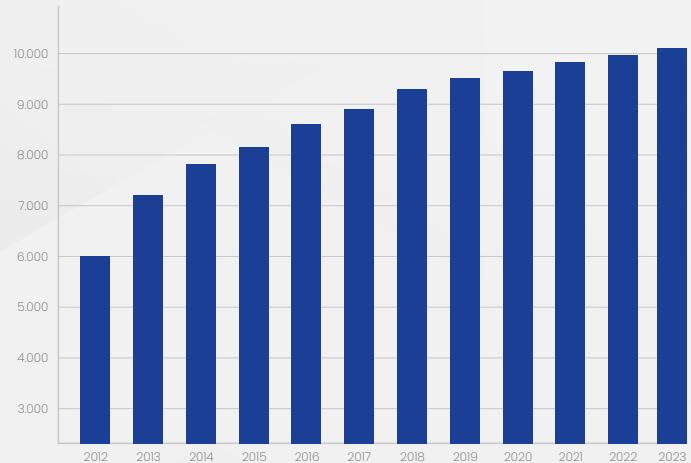


This infrastructure enables efficient order processing, fast delivery times, and high product availability.

With an experienced team, innovative technologies, and a clear focus on customer satisfaction, api sets benchmarks in IT distribution and supports its partners with tailored solutions and reliable service.

# π

# numbers. data. facts.

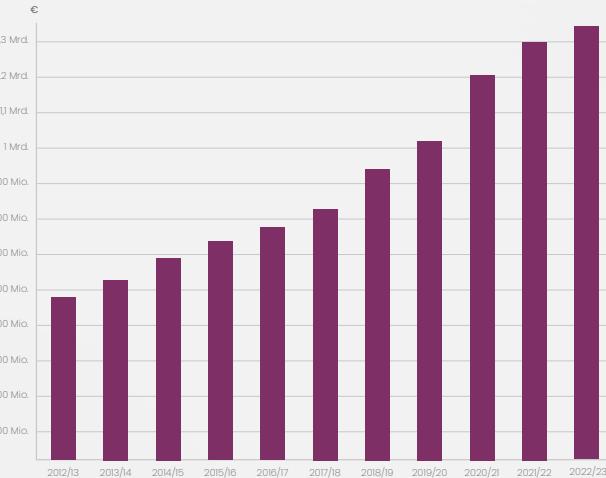


approx. 900 employees

*At various locations in Germany, France, the Netherlands, Austria, and Sweden*

Cooperations with over 400 national and international manufacturers

€1.3 billion in revenue in 2022/23

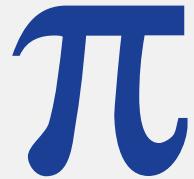


Office and logistics complex in Baesweiler

*32,000 sqm of land, 20,000 sqm logistics area and 6,000 sqm office space*

Product portfolio of more than 140,000 items

18,000 purchasing customers per year  
*Each customer has a dedicated contact person*



state  
of the  
art.



api GmbH is setting new standards in IT distribution with its new logistics areas.

Thanks to state-of-the-art technology and electronics, the system is among the most advanced in Europe, ensuring maximum efficiency and product availability.

With this cutting-edge logistics infrastructure, api GmbH is optimally prepared for current and future challenges.

This enables the company to meet the growing demands of its customers quickly, reliably, and flexibly at all times.

Extremely high storage capacity and correspondingly high availability of goods

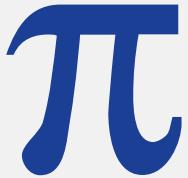


Fully automated storage and retrieval of the goods



Electronically monitored picking, packing and despatch





## Head Office

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where  
for you.

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### Bamberg

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Phone: +49 241 9170-6584

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### Pohlheim

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35415 Pohlheim  
Phone: +49 6404 6975-100

### Ratingen

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40880 Ratingen  
Phone: +49 241 9170-0

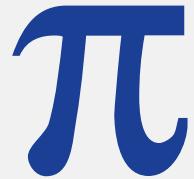
### Seevetal

Hittfelder Kirchweg 21  
21220 Seevetal  
Phone: +49 40 709 737-0

### Simmerath

Völlesbruchstraße 6  
52152 Simmerath  
Phone: +49 241 9170 5721





also  
inter  
nationally.

**api Nordics**

**api Handelsvertretung Schweden**

Hemvärvägatan 9  
SE-171 54 Solna  
Telefon: +46 (0) 708 259 962

**api B.V.**

**api Handelsvertretung Niederlande**

Willem Vleertmanstraat 27A  
NL-7575 EC Oldenzaal  
Telefon: +31 (0) 541 760 700  
Internet: [www.apibv.nl](http://www.apibv.nl)

**api France EURL**

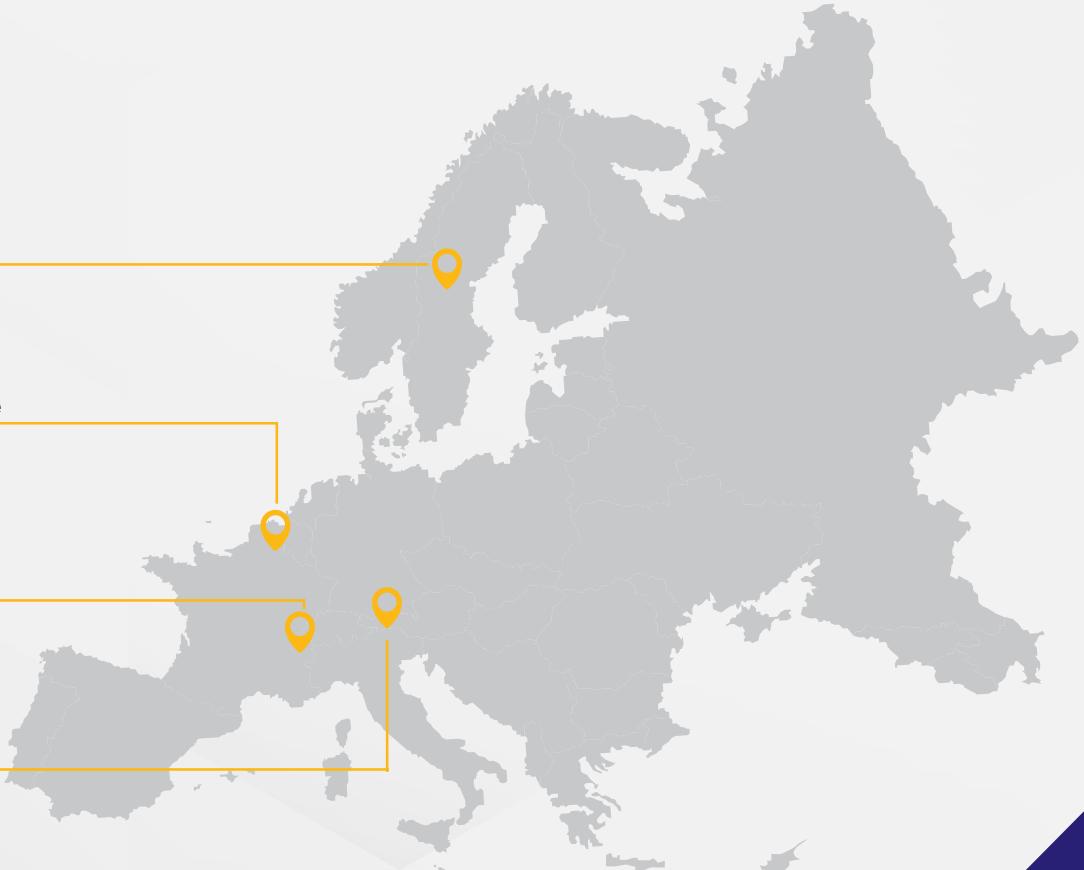
**api Handelsvertretung Frankreich**

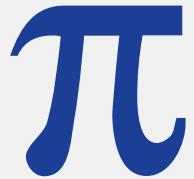
1652 Route de Grasse  
FR-06140 Vence  
Telefon: +33 (0) 981 448 943

**api Österreich GmbH**

**api Handelsvertretung Österreich**

Wienerstrasse 111-115/1.2.F.  
A-2700 Wiener Neustadt  
Telefon: +43 (0) 262 290 083 40  
Internet: [www.api-oesterreich.at](http://www.api-oesterreich.at)





# our sales values.



We provide our customers with a wide range of services and sales offerings that are geared towards individual advice, optimised processes and additional value-added services.

We also serve a wide range of customer groups in a competent and service-orientated manner.

**System houses**

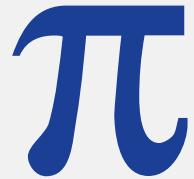
**Collaborations**

**Specialist retail**

**Retail / E-Tail**

## What makes us special

- Personal contact persons in the sales team from 9.00 to 18.00
- Competence teams and focus on sales
- Sales representatives to support you at the PoS
- Attractive partner programmes from the manufacturers
- Value Added Services
- Project management (24/7 project button)
- Web seminars
- api webshop



# value added distribution

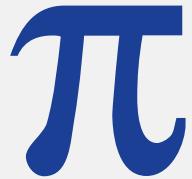


## SERVICES FOR YOUR SUCCESS

An important service tool for our B2B partners is the VAD division, which specialises in archiving, BTO, cloud, data centre, digital signage, digitalisation, financial, IT, Communication, Managed Service, Printing, Refurbished, Security, Smart Home, Storage, Technical Service and Time Recording.

Business Development Managers (BDM), as known from VADs, and System Engineers (SEs), who are certified for individual manufacturers, take on the various tasks and support you with all your questions.

- Consultancy, planning and conception
- Proof of concept
- Installation, configuration and assembly
- Technical support on site or remotely
- Sales and technical training
- Support with the planning and realisation realisation of targeted customer campaigns
- Speaker at workshops and web seminars
- Realisation of live demos
- Support at in-house trade fairs
- Personal contact persons in specialised business units
- Competent product and licence consulting
- Analysing end customer requirements
- Support with the selection of products for integrated solutions with project pricing



# our retail team.

## Creativity. Individuality. Communication.

These values characterise our retail team, which impresses with well thought-out concepts and customised solutions.

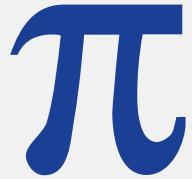
Our experts are on hand to assist customers, both in the office and in the field, to develop customised strategies that meet their individual requirements.

In close cooperation with our manufacturer partners, we design innovative concepts for new media & entertainment, develop attractive partner programmes and devise solutions to



secure sales and earnings. Through this targeted support, we help our customers to position themselves successfully in the dynamic retail market and remain competitive in the long term with customised solutions and reliable service.

**In day-to-day business, the personal contact provides information about attractive, customised offers.**



# shop2go reseller shop.

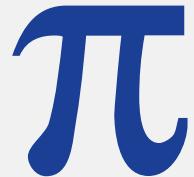
api GmbH offers its customers the opportunity to set up their own online shop. This means that specialised dealers can be reached by their customers around the clock and can provide a large selection of products.

**Shop2Go** is the reseller shop that includes the entire api product range (140,000 items) including all images and product descriptions. It can optionally be expanded to include up to 3,000 of your own products.

In this way, the specialist retailer is absolutely flexible and can decide individually how they want their shop to look.



Powered by CONTINUE Software: The programming of your shop is professionally carried out by one of our partners, CONTINUE Software GmbH, which has also developed the api merchandise management system.



# api at the trade fair.



Together with our manufacturer partners, we regularly present ourselves at trade fairs that are important to the industry.

These events offer an excellent opportunity to talk to experts and gain valuable insights into current industry trends.

**The advantage?** Individual advice, customised solutions and a network that drives innovation.

Visit us at the next trade fair - we look forward to exchanging ideas with you!

Our in-house exhibition 'TECH & BUSINESS KONGRESS' is a special highlight:

In an intimate atmosphere, we provide customers and partners with exclusive insights into the latest technologies, offer practical demonstrations and create space for direct dialogue.

**TECH  
& BUSINESS  
KONGRESS**

π

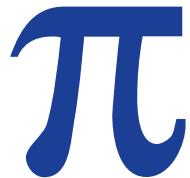
# our manufacturer partner.



π

# our manufacturer partner.





our  
manufacturer  
partner.

