

ALL
ABOUT
WAS
GETZMAN



GERMANY

WHERE SERVICE BEGINS



EDITORIAL

WELCOME TO WAS GERMANY

When my father, Werner A. Schulz, founded this company more than 50 years ago, he gave it more than just his initials: he gave it a pioneering sense of service. In addition to creating high-quality products, this concept was intended to promote the company's sustainable growth. His Hanseatic heritage also shaped this mindset. This centuries-old mercantile tradition was part of the company's DNA from the outset, bringing with it a cosmopolitan attitude, sincerity and the famous Hanseatic handshake.

To this day, and with the company now in second-generation ownership, we uphold and refine this sense of service every single day. This has enabled WAS Germany to evolve from a small warehouse in Hamburg's Speicherstadt district into a leading supplier of hotel and kitchen equipment with an international customer base, helping numerous partners to create magical moments for their guests.

All the while, our mission has remained the same: to offer the best products with the best service. Although we have grown continuously over the last five decades, we have never been tempted to rest on our laurels. Instead, we are constantly searching for innovative products and services to further enrich our service offering. We invest in new technologies as well as dedicated professionals. After all, the definition of good service is always in flux. What does good service mean today? In truth, it is a complex blend of human and technical components. One thing that will never change, however, is our customers' satisfaction being the top priority in the services we provide.

This brochure should contribute to that. It includes extensive information about our products, our rich history and our unique service offering. I hope you enjoy reading it.

Tim Schulz
Owner



OUR PRODUCTS: MADE FOR HORECA

It all began with our first product: a Høyang pan from Norway. After this high-quality item proved a hit with customers, we gradually added more and more items to our range. Today, our offering includes more than 3,000 pieces of hotel and kitchen equipment. This extensive range and impeccable service ensure that your customers can be the perfect hosts. Using first-rate equipment is an essential part of ensuring guests are happy and satisfied.



A legend of fine cuisine: the Høyang pan from Norway, the first product in our range, is a byword for timeless quality. It can even withstand someone standing on its handles.



EACH OF OUR
PRODUCTS IS A RECIPE
FOR FLAWLESS
SERVICE.





3 REASONS TO WORK WITH US



Our service offering is even more extensive. Click here to find out more about our custom-made solutions:

[DISCOVER NOW](#)

- 1. An approachable sales team:**
Dedicated contacts with real service expertise are ready to answer any questions you have, offering assistance at every stage.
- 2. Our extensive product range:**
Over 3,000 products, from all-purpose glassware to housekeeping carts, ensure you can always deliver impeccable service.
- 3. Service tailored to your needs:**
Individual service solutions mean you can place orders precisely in line with **your** unique requirements.

You can find out more about our services on page 12

SECOND- GENERATION FAMILY-RUN COMPANY

50+ YEARS IN THE BUSINESS: SERVING SERVICE SINCE 1969



1969

Werner A. Schulz founds a company bearing his name in Hamburg's historic Speicherstadt district. The company's first order also establishes a fundamental service concept, with customers updated on the status of their delivery by telephone for the first time.

1976

The first printed catalogue appears, complete with pictures – an industry first. The product range already includes several hundred products, some of which are exclusive to the company.

2000

The company moves its headquarters to Rosengarten, to the south of the port of Hamburg – an ideal location from a logistical perspective. Products are shipped from the company's 10,000m² warehouse to customers around the world.

2011

The company sets course for the future. Werner A. Schulz hands over the reins to Tim Schulz, tasking him with continuing WAS Germany's innovative evolution – with an unwavering focus on impeccable service.

2014

A modern logistics hall is constructed just 1.5 kilometres from the company's headquarters. A total of 20,000 m² of storage space and modern technology create new scope for further internationalisation.

2019

WAS Germany celebrates its 50th birthday. After looking back, the time comes to move forward, and the company receives a makeover fit for the future. The family business embraces a new look and ushers in a new half-century with the motto: "Where Service Begins".



A DAY IN
OUR SERVICE
DIVISION

HANSEATIC ATTITUDE: FROM A MERCHANT TRADITION

For 50 years, our product knowledge and service expertise have delivered satisfied customers. However, we know from experience that good service only stays good when it responds to changing needs and is capable of adapting to changing circumstances. With this in mind, our service to you begins before you even contact us. Our New Items team is always on the lookout for the latest product trends, searching for exciting new items. This enables us to reinvent WAS Germany, time and again, without ever losing touch with our roots.



Communicating as equals is a crucial element of our philosophy. It enables us to lay the foundations for a trusting relationship right from the outset. However, if you prefer a more formal relationship, we'll do everything we can do make you feel at ease.

HOW WE DO IT: OUR SERVICE IN DETAIL

A comprehensive sense of service forms the cornerstone of our company. It starts with our first encounter, approaching you at eye level, and ends with the look of satisfaction in your customers' eyes.



1

CUSTOMER SERVICE

Whether you are a major player or a small, boutique company, we display the same appreciation for every one of our customers. Our experienced Sales team will always take the time to listen to your concerns and ensure your needs are catered to reliably and efficiently.

2

PRODUCT SERVICE

You can browse our product catalogue online at any time. We send out newsletters to keep you up to date with our innovative new products, while our product search can help you find the exact product you need quickly and easily. Our transparent terms and detailed product descriptions make sure you always have the key details to hand.

3

WORLDWIDE SERVICE

We operate globally - and so too does our Service division. Our catalogue provides information for our partners in 19 languages. And, thanks to an array of shipment options, we deliver the perfect products from our 20,000m² warehouse to customers around the world.

4

DROPSHIPPING SERVICE

As a B2B retailer, you can seize new opportunities to grow your e-commerce business. Minimise your workload with our comprehensive dropshipping solutions, build trust with neutral or personalised packaging, and take advantage of our proprietary interfaces to facilitate straightforward communication between your systems and ours.

5

SAMPLE SERVICE

Some product questions - how they work, how they feel, what colour they are - are best answered through first-hand experience. We make this easy for you, sending product samples upon request so that you can try them out at your convenience.

OUR PRODUCT RANGE: WHERE QUALITY MEETS QUANTITY

Our product range now includes more than 3,000 different items. Alongside established equipment and time-proven products, our range also includes the latest innovations in hotel and kitchen equipment. We're always adding new brands and products from first-rate manufacturers to our range, so you can secure as many products as possible from a single source. These are Selected Brands by WAS Germany. In addition to these exclusive items, we also offer a host of own-brand products that offer durability and timeless design reflective of our five decades of experience.



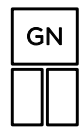
Knives, forks, spoons and minimalist cutlery – you're sure to find the perfect set for every kitchen and every interior design.



CUTLERY



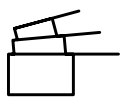
KITCHEN TOOLS



GN PANS



TABLETOP



COOKWARE



[VIEW MORE PRODUCTS](#)



GN PANS



Standardised, stackable and suitable for various uses - discover our vast range of GastroNorm containers for storing and presenting fresh produce.

[VIEW MORE PRODUCTS](#)

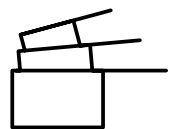


KITCHEN TOOLS

Prepping or searing, baking or serving - you're sure to be impressed by our diverse range of kitchen aids, large and small.

[VIEW MORE PRODUCTS](#)





COOKWARE

Induction, gas and everything else – our range of durable cookware dazzles not only with its stainless steel finish but also through the wide range of materials and sizes on offer.

[VIEW MORE PRODUCTS](#)



TABLETOP

They say we eat with our eyes – so choosing the right tableware is an essential part of creating the perfect dining experience. From classic porcelain designs to elegant glassware and modern, minimalist ceramics, there's something in our range to suit every taste.

[VIEW MORE PRODUCTS](#)



Selected Brands
by
WAS GERMANY

PREMIUM BRANDS AND EXCLUSIVE PRODUCTS FOR SPECIAL MOMENTS:
FROM CLASSIC TO MODERN; FROM MINIMALIST TO EXTRAVAGANT

PARTNERS IN SERVICE: OUR CAREFULLY SELECTED BRANDS BY WAS GERMANY



Alongside our own items, we also offer a range of products from a handful of carefully curated manufacturers: Selected Brands by WAS Germany. Our team seeks out premium brands and items to identify products that complement our range and meet your needs.

Our efforts to bring renowned partners on board offers a significant advantage for you: everything you need is available directly from us. It also provides you with an opportunity to familiarise yourself with new products and stay up to date with the latest trends.

LET'S GET
BUSY!
HOW TO
GET IN
TOUCH

WHICH MARKET DO YOU OPERATE IN? WHAT PRODUCTS DO YOU NEED AND IN WHAT QUANTITIES? HOW WOULD YOU LIKE THEM PACKAGED AND HOW FAST DO YOU NEED THEM? YOUR NEEDS ARE UNIQUE. OUR SERVICE REFLECTS THIS. WE ACCEPT AND DEDICATE OURSELVES TO EACH INDIVIDUAL ORDER TO FIND THE BEST POSSIBLE SOLUTION, EVERY SINGLE TIME.

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WASGERMANY.COM

EASILY CONNECTED: BECOME A CLIENT TODAY

Our Sales team would be happy to advise you on our products and services in an initial, non-binding consultation. Our colleague Eugen handles requests from international clients offering friendly and transparent support.

HEAD OF INTERNATIONAL SALES
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CONTACT US



WASGERMANY.COM

ALL ABOUT WAS GERMANY | 2023

OUR MANIFESTO OF SERVICE

WE OFFER SERVICE - AND SO MUCH MORE.
WE PROVIDE A FRIENDLY EAR FOR WHATEVER
YOU NEED. WE GO THE EXTRA MILE
WHEN OTHERS LEAN BACK AND RELAX,
ALWAYS STRIVING TO FIND THE
BEST SOLUTIONS - AND PROVIDE
THE BEST SERVICE. ULTIMATELY, WE DON'T
SEE GOOD SERVICE AS AN OPTION
BUT AS AN OBLIGATION.

WE ARE WAS GERMANY.



GERMANY

FOLLOW OUR JOURNEY

