

Ratermann Manufacturing

Creative Solutions Customers Depend On

It seems that the only constant to business over the past 25 years is that the technology we use today will be different tomorrow. However, the business basics have stayed the same — delivering outstanding customer service, providing quality products, and backing those products up with knowledge. As we reflect on the past 25 years with *CryoGas International*, the big difference we see between 1990 and 2015 is the way in which we deliver our products and services, and the additional customer solutions we have been able to provide.

Fax machines, three-colored paper receipts, land lines, and now even emails can be considered “vintage” office tools in some circles. Technology like the smartphone offers a computer in your pocket and enables an array of new services. Communicating your new products and services can now be done 24/7. This has resulted in climbing standards for customers and faster delivery requirements.

On the spectrum of technology, the gases and welding industry is somewhat unique. Many applications within the industry are technologically advanced and can range from supporting the processes that get men and women into space to working on stem-cell research. Yet, other gas and welding applications in some traditional fields have not adapted with new technological advances.

Those working in the gas and welding industry, our customers, represent a broad cross section of people including seasoned veterans and entry level employees, all working within the enormous breadth of markets served by industrial gases. Finding the right balance between old media messages and information delivery and the complex and fast changing world of social media can be tricky. Ratermann Mfg. has worked diligently to develop vital tools to bring solutions to its customers, regardless of their level of experience or media preferences.

Ratermann Mfg. has a catalog of 200,000 products available online. Over the last 20 years, our team has developed and organized our catalog as a reference guide of not

only our products, but of industry standards and regulations as well. Our catalog houses over 200,000 products, six different segments, 19 different sections of products, and an entire section dedicated to reference data and training.

We strive to have this be a knowledgeable guide to any employee within the industry, no matter what the level of experience. Twenty-five years ago, we simply could not have created a printed reference guide/catalog that resembles what we offer today. Graphic and print technologies at that time made producing such a catalog cost prohibitive.



In addition to our expansive print reference guide/catalog, we also have a digital version as mentioned above, a website, and a mobile app for the digitally-aged millennial. Most recently, our marketing team developed the Ratermann Manufacturing app on which customers can make notes, place orders, and find literature to answer everyday questions related to the industry.

With today’s technology, a person can do so much more work within a given time frame. It also allows us to invent solutions for the “old ways” that were often frustrating and time wasters. For example, ordering hoses in the past could be a tedious task, trying to match the correct hose to the correct application. In 1990 a customer would be faced with the task of verbally describing either what was required for their hose application or perhaps what they wished to duplicate. This was a time consuming task and much more daunting than placing a hose order today.

Replacing yesterday’s verbal or written order is Ratermann Mfg.’s online “Hose Builder,” which guides customers through

the hose building and ordering process. The Hose Builder was developed to minimize frustration and increase productivity for our customers. Hose Builder is conveniently accessible online and is able to process orders 24 hours a day. In just a few easy steps, it guides customers to the exact hose they need based upon their specifications. From the choices offered on the screen, customers simply choose their application, gas type, and length, and Hose Builder will generate high pressure and cryogenic hose and fitting options.

Similarly, Ratermann Manufacturing has created “Sign Builder.” In the past, ordering signage involved the same process as ordering hoses. A customer would have to find, describe, and place an order verbally or in writing. The customer would then receive and approve a proof or hope to receive the correct product.

Regulatory and safety compliance is now at the forefront of our customers’ concerns and signage plays a big role in compliance. Ratermann recognized the need to offer an online tool for signage. With “Sign Builder” our customers have 24 hours a day access to online information, which allows them to create needed signs, whether custom or standard. Layout and proofing is done online and the signs are shipped directly to the customer.

Technology will keep evolving and advancing and we will always strive to continue to progress with these advances, looking for the most user-friendly, convenient, and efficient ways for our customers to do business. Ratermann Mfg.’s foundation was built on the belief that our customer’s convenience and needs are always first. This is a constant and has not changed over the course of our existence, nor will it in the future. As always, our customers are still able to call our knowledgeable customer service reps but today they also are able to use new tools such as our e-commerce website, digital catalog, Hose Builder, and Sign Builder. Our goal has always been and will continue to be the most “Value Added” supplier in our industry. ■