

Press Kit

Facts & Figures

Website:	https://www.machineseeker.com
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Business model:	Online Marketplace for Used Machinery
Founded:	1999
Number of employees:	20
CEO & Founder:	Thorsten Sven Muschler
Platforms:	Machineseeker.com (66 localised platforms) Maschinensucher.de Mobile app for iPhone and Android
Latest language versions:	Chinese, Hebrew & Hindi
Paying Sellers:	+5,000
Machine offers:	+140,000
Most expensive machine:	8.3 million euros (rectified spirit distillation plant)
Requests per month:	Over 140,000 (from more than 150 countries)
Request volume per month:	More than 700 million euros



About Machineseeker



CEO & Founder Thorsten Muschler

Machineseeker is the world's leading online marketplace for stationary used machines. More than 5,000 dealers currently offer over 140,000 machines on the online platform. As a globally active marketplace, the company is represented in over 60 countries by a broad range of localised websites such as *Machineseeker.co.uk*, *Machineseeker.fr* and *Machineseeker.pl*. Monthly inquiries for used machinery total over 700 million euros.

The Managing Director and Founder is Thorsten Muschler, who started *Machineseeker.com* eighteen years ago without investor money. He simultaneously went online with the German versions of Google and Ebay. Since then, Machineseeker has grown organically by exclusively using its own cash flow.

„We are growing very strongly since 2015, because the trade in used machines has finally been digitized. We now have a great opportunity to expand even more



globally. We will use them“, says the internet pioneer.

The fast growing platform is located in the heart of Essen on the Kronprinzenstraße, close to the main train station. Machineseeker continues to expand its business in Europe's core market through investments and aims to consolidate it's global market leadership.

The number of employees has doubled in the last twelve months and should continue to grow until the end of 2017. Currently, skilled employees for IT, marketing and the international trainee program are being searched for.



*The service of Maschinensucher was certified in Germany.



The Machineseeker Story It all began in a spare room



Founder Thorsten Muschler (center) in conversation with his employees.

It started in his spare room in 1999, but now it's the world's leading marketplace for used stationary machinery – entrepreneur Thorsten Muschler from Essen is the CEO and founder of the online trading platform *Machineseeker.com*. His company now has 20 employees – a number which is expected to rise to 25 or 30 this year.

In the late 1990s, the company founder worked for a firm that occasionally traded in used machines. "That's where I got the idea of developing an online marketplace where everyone could buy and sell machines cheaply," says Thorsten Muschler. The internet pioneer launched the *Machineseeker.com* platform in 2000 – the same year as the German offshoots of Google and Ebay went online. Machineseeker has become today's leading marketplace for stationary used machines without a single cent from investors.



Until 2008, Muschler was solely responsible for the development and management of his search engine for machines. He even wanted to do his own bookkeeping and attended a course on financial accounting. "A day only has 24 hours, so eventually I was unable to do everything myself," says the 43-year-old. In the last twelve months alone, the number of employees has doubled. The company offices on Kronprinzenstrasse – close to Essen's main train station – were extended by a further floor at the beginning of 2017, to make room for more staff.

Without any investor's money

Muschler has seen the rise and fall of many online trading portals for used machinery over the last fifteen years. The market has swallowed up countless millions from investors, but Machineseeker has grown completely organically. "Until 10 or 15 years ago, very few traders were active online. Most machines were sold to regular customers through the traders' own networks", comments the family man. In the meantime, the machine trade business has become digitised, so the company founder is currently investing heavily in new personnel.

His company is now represented worldwide by a broad range of localised platforms such as *Machineseeker.co.uk*, *Machineseeker.fr* and *Machineseeker.es*. More than 5,000 dealers are currently offering over 140,000 machines on the over 60 country-specific platforms of the Essen-based company. "We are generating an enquiry volume of over 700 million euros a month," says Muschler. "The high level of interest makes our platform an immensely attractive way for traders to advertise their machines."

The cramped little spare room has long since become a large office, but the basic idea of providing a simple, secure and low-cost marketplace for buyers and sellers has remained unchanged for 18 years.



Company development



Press Contact

We gladly take time for you. Please send photo, video and interview requests to:



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