

Second-hand machine trade booming thanks to online marketplace **Machineseeker.com, the leading B2B marketplace for used machines**

The online trade in used machines is flourishing, all around the world. Together with its international offshoot *machineseeker.com*, German online marketplace *maschinensucher.de* is Europe's leading platform for used stationary machines. Worldwide, over 5,300 dealers are paying to advertise more than 128,000 machines.

"The rather traditionally-oriented machine trade has gone online. The dealers have finally realised the global potential of the internet," explains founder and CEO Thorsten Muschler. In 2016 alone, the platforms of the Essen-based company have handled enquiries for used machines valued at a total of over five billion euros – a growth of 85 percent compared to the previous year.

Muschler's online marketplace is the market leader, particularly in the areas of toolmaking and metalworking machinery, wood processing and printing. "We introduce our dealers to buyers all over the world," says Muschler, who has been operating the online platform since 1999 and explains his recipe for success like this: "We leave the dealers to do what they're best at – selling machines. We don't charge commission and we don't interfere in our customers' business."

The international platform *machineseeker.com* and the mobile app reach buyers from over 150 countries, which is why 1,700 international dealers are already active in the online marketplace. "These days, people sometimes fly halfway around the world to buy a large used printing machine or a concrete mixing plant. The secondary market is stronger than ever before," says Muschler.

Muschler believes that the market will expand continuously over the next few years: "The international machine trade will expand in particular. Used machines are extremely cost-effective and especially interesting for companies in emerging markets." This benefits not only dealers but also manufacturers – a thriving secondary market also increases the value of new machines.



About Machineseeker:

Machineseeker is Europe's leading online marketplace for used machinery. More than 5,300 dealers currently offer over 128,000 machines on the online platform. As a globally active marketplace, the company is represented in over 50 countries by a broad range of localised websites such as *machineseeker.co.uk*, *machineseeker.fr* and *machineseeker.es*. Monthly inquiries for used machinery total over 500 million euros.

The Managing Director and founder is Thorsten Muschler, who started *machineseeker.com* seventeen years ago without investor money. Muschler simultaneously went online with the German versions of Google and Ebay. Since then, machineseeker has grown organically – and exclusively using its own revenues.

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