



B2B Online Marketplace to Buy and
Sell Chemicals in Europe





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WHY PINPOOLS?



The new way to make smart decisions.



Hybrid of marketplace and procurement tool for chemical industry



Founder owned by two brothers
Alexander & Heribert-Josef Lakemeyer



Independent of investors from the chemical industry



Number of employees: 20+
▪ Own IT team and chemical expertise



Founded 2016 in Düsseldorf, Germany



Focus on Chemical Industry

- Existing Supply is already onboarded
- The product database is managed by our chemical team
- Market acceptance & easy usability
- ERP/ SAP Integration



USP

- Anonymized price benchmarks
- Analytics for chemical industry
- Index integration with forecasts



Request Volume 2020 in tons: 50.000+



Products: 25000+



Chemical companies: 800+



All major European distributors & global producers trusting PINPOOLS



1. Requests

Supplier has an opportunity for free product listing, which means that they can list unlimited number of products to the marketplace

The products can be sold with three different transparency levels on the marketplace: exact price, price range and price on a request

3 Different ways to buy a product

1. GIVE YOUR PRICE

CC(=O)C

CAS: 67-64-1 EC: 200-662-2

Acetone
Dimethylketal,propan-2-one,Pyroacetic ether,Dim

0.59 €/KG

Request now Shop now

Suppliers: 51

The exact price which all buyers are able to see.

2. PRICE RANGE

C1=CC=C(C=C1)C2=CC=C(C=C2)[N+]([O-])=O

CAS: 29243-26-3 EC: 249-531-1

Solvent Blue 124
Bis(4-anilinophenyl)(4-m-toluidinophenyl)carbeni

1.1 - 1.5€/KG

Request now Shop now

Suppliers: 9

A scale showcasing the price range, which all buyers are able to see.

3. PRICE ON REQUEST

NCCN1CCN(CC1)CCN

CAS: 7209-38-3 EC: 230-589-1

N,N'-bis-(3-Aminopropyl)piperazine
1,4-Piperazinedipropanamine, BAPPRZ, BIS AMI

Price on request

Request now Shop now

Suppliers: 17

Buyer has to contact supplier to request for a price.

Sodium nitrite sol. 40%

CAS-Number: 7632-00-0
EINECS No: 231-555-9
Molecular Formula: Solution of Sodium Nitrite (NaNO₂) in water
Synonyms: Sodium Nitrite, Natriumnitritlösung, Natriumnitrit, Sodium Nitrite Solution N 40%, Sodium Nitrite Solution S 40%, Sodium Nitrite Solution 40%

Suppliers: 2

Sodium Nitrite Solution N 40%
Sodium nitrite sol. 40%
Availability for Individual Request: 1 - 1000 Tons
Quality grade: N grade
Place of warehouse (City, Country): Ludwigshafen, Germany
Description: Available in bulk

Sodium Nitrite Solution S 40%
Sodium nitrite sol. 40%
Availability for Individual Request: 1 - 1000 Tons
Quality grade: S grade
Place of warehouse (City, Country): Ludwigshafen, Germany
Description: Available in bulk

Zurück zum Marktplatz

NH4O3S

ammonium persulfate

CAS Nummer: 7727-54-0
EINECS No: 231-785-5
Molekularformel: H8N2O8S2
Molekulargewicht: 228.19 g/mol
Synonyme: diazanium,sulfonatooxy sulfate, Diammonium peroxodisulfate, Ammonium persulfate, Peroxydisulfate, Peroxy disulfuric acid, Ammoniumperoxydisulfat, Ammoniumperoxydisulfat, Überschweifelsaures Ammonium, Ammoniumpersulfat,ammonium persulfate,Ammoniumpersulfat

Bester Preis: **1,18 €/ KG**

Jetzt kaufen
Alle Lieferanten anfragen

Germany

OQEMA

Oqema GmbH

ammonium persulfate

Verfügbar zum direkten Einkauf: 5000 KG

SDS: Oqe813011_Ammonium...

Datenblatt: [Oqe813011_Ammonium...](#)

1,18 €/ KG

Jetzt kaufen
Preis anfragen

Germany

HÄFFNER

Häffner GmbH & Co. ...

Ammoniumpersulfat

Artikelnummer: 1060270025855
Verfügbar zum direkten Einkauf: 6600 KG

Qualitätsstufe:
Zahlungsbedingungen: 30 days after invoice
Lieferbedingung: FCA, frei Frachtführer technical
Application: [d_de106027_-_ammoni...](#)

SDS: [d_de106027_-_ammoni...](#)

1,35 €/ KG

Jetzt kaufen
Preis anfragen


2. Marketplace

PINPOOLS suppliers are able to have their own Shop in Shop on the marketplace. This means the supplier can sell their products on PINPOOLS marketplace and we help you to do marketing in different channels to reach to more buyers.

- Easy to maintain, everyone can do it!
- Enable local sales representative for doing effective digital sales with direct contact to end customers
- Choose your own strategy for price transparency: price range, price on request or transparent price
- The best cost-effective solution to get more geographical reach to find new potential customers, no extra workforce needed
- Push your surplus products, dead movers or just get more market share
- Showcase thousands of products, promote the most special ones and build your brand name, which helps you to increase your scalability
- Logistic prices can be added separately if needed. If not DDP prices can be added automatically

Home Marketplace Plans & Pricing

Brands / HELM AG



HELM AG

Address: Germany D-20097, Hamburg Nordkanalstrasse 28


VAT No.: DE118619592

Registry number: HRB 22263

About company: Die HELM AG, ein traditionsreiches Hamburger Familienunternehmen mit über 115-jähriger Geschichte, ist eine multifunktionale Vertriebsorganisation in Chemikalien, Feedstocks und Derivatives Pflanzenschutzmitteln pharmazeutischen Wirkstoffen und Arzneimitteln Düngemitteln. Zum Vertrieb unserer Produkte übernehmen wir für unsere Geschäftspartner weitreichende Dienstleistungen. HELM gehört heute zu den weltweit größten Chemie-Marketingunternehmen und sichert mit mehr als 100 Niederlassungen, Verkaufsbüros und Beteiligungen in über 30 Ländern durch spezifische regionale Kenntnis den Zugang zu den wichtigsten Märkten.

Select group: 🔍

Order by: **Name (A-z)** | Per Page: **25**




Acetone

Dimethylketal,propan-2-one,Pyruvace
CAS: 67-64-1 EC: 200-662-2

Price: Request

Buy now




Alcohols, C12-14, ethoxylated

AEO-9, Alcohols, C12-14(even num
CAS: 6839-90-9 EC: 800-215-3

Price: Request

Buy now




Butyl acetate 98/100%

Butyl acetate,Acetic Acid Butyl Ester,
CAS: 123-86-4 EC: 204-658-1

Price: Request

Buy now



Cyclohexane 99,5 %

cyclo-hexa-2,2-cyclohexa,Cyclohexa,n
CAS: 110-82-7 EC: 203-631-1

Price: Request

Buy now

Ethanol absolutus 652 denatured

Germany
Add the price of logistics by adding information to the online Excel table or use the table on our website

📄 Edit logistic price

Terms in working days		Zone	Post code Example: 1,2,13	Weight, Kg	Enter the weight value that cor				
From	To				0 Kg	0 Kg	0 Kg	0 Kg	0 Kg
0	0	1	Enter a list of post codes	0,00 €	0,00 €	0,00 €	0,00 €	0,00 €	

+ Add line

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**FARBE
UND
LACK**

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Testimonials From Our Customers

"Good level of service, fast respond to the calls and receiving help quickly! Keep up the good work!"

Printec GmbH

"I received many competitive offers directly on my tenders. The prices are very good."

Ernst Diegel GmbH

"There are many merchants and producers of chemicals on PINPOOLS.

We have already won several new suppliers."

Peter-Lacke GmbH

"Functionally working platform where we have gained some potential and new customers to our company."

Häffner GmbH & Co. KG

"Very creative platform, which is going to be a sales channel for the chemical industry in the future of Chemistry 4.0"

Masa Consulting GmbH

Some of Our Well-Known Users



JEBSEN & JESSEN

BRENTAG



TOTAL



**STOCKMEIER
CHEMIE**



Mitsui Chemicals



BE READY TO PIVOT

Use your learnings

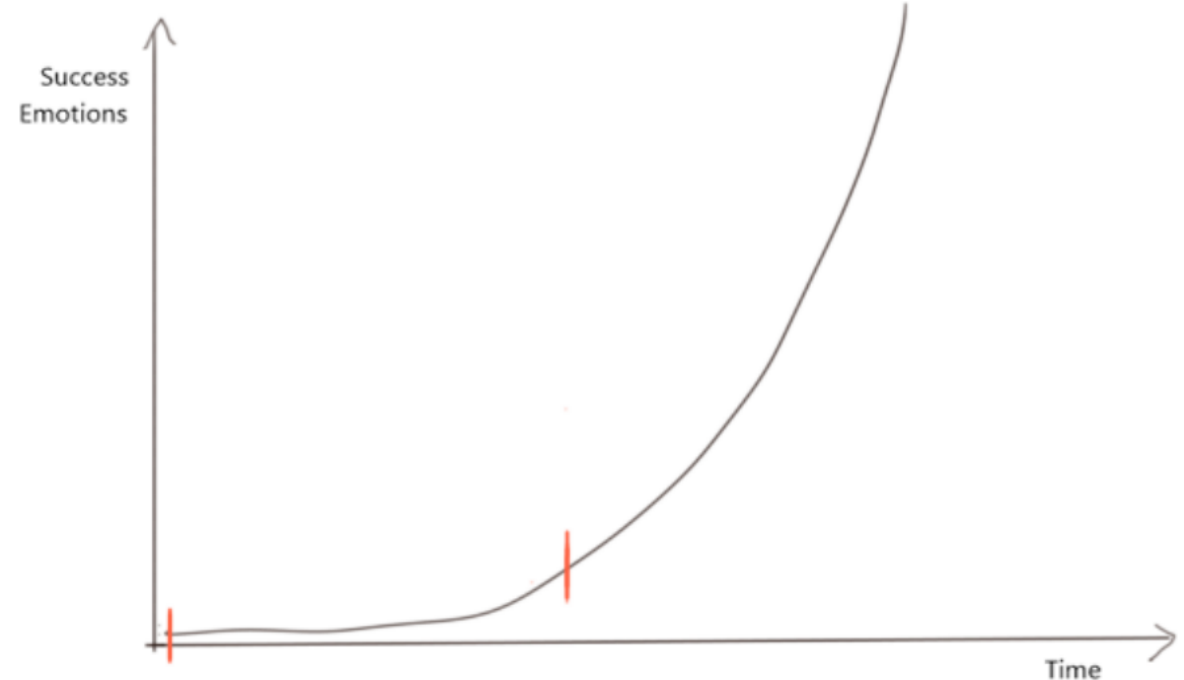
- Started with a database for semi-finished products
 - Very individual products
 - Now basic raw materials
- Pricing:
 1. Percentage fee
 2. Payment per request
 3. Subscription fee
 4. No Fee
- Business Model
 1. Marketplace
 2. IT-Solution provider
 3. White-Label
 4. Procurementtool

→ Adaption of business model—do not give it up too easy!

- It is normal to pivot

→ Trial and error!

Startup Transition Cycle



FUCK UP's & Hints

It happens ...

- Change in Strategy, etc.
 - **The less money you have the better it is**
 - Wrong Team, False hiring's
 - Separate as early as possible
 - Start with people you do not need to manage – if you have cash
 - Too many startup events (may depend on business model)
 - Be where your clients are
 - Talking too long to the wrong people within companies
 - You have to convince the end-user and address all people involved
- Focus on your clients needs and product (client is your best sales chanel, B2B even more)
- Go with the people that really want to go with you
- Start as early as possible with Sales and do not wait for a “perfect product”

FINANCE – INVESTMENT

It became easier

- Corporate investment funds (Chemovator, HTGF, Evonik, Merck, etc.)
- Family offices
- HTGF and further
- Business Angels
- Startup events for chemical startups (ChemCologne, Deutsche Startups e.V., etc.)
 - Take the investor that really wants (even if valuation is lower)
 - Smart Money
 - Introductions → „Red Flag“
 - **BEST CASE:** You do not need money – you earn it!
 - A good lawyer saves you tons of cash on the long run.



HOW WE WORK

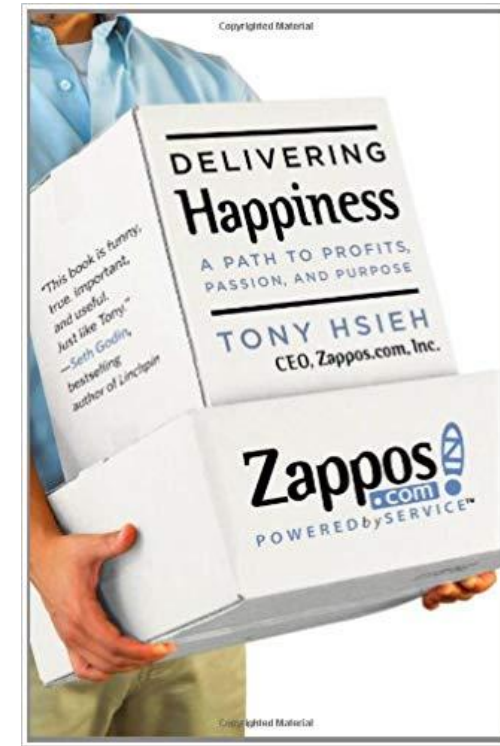
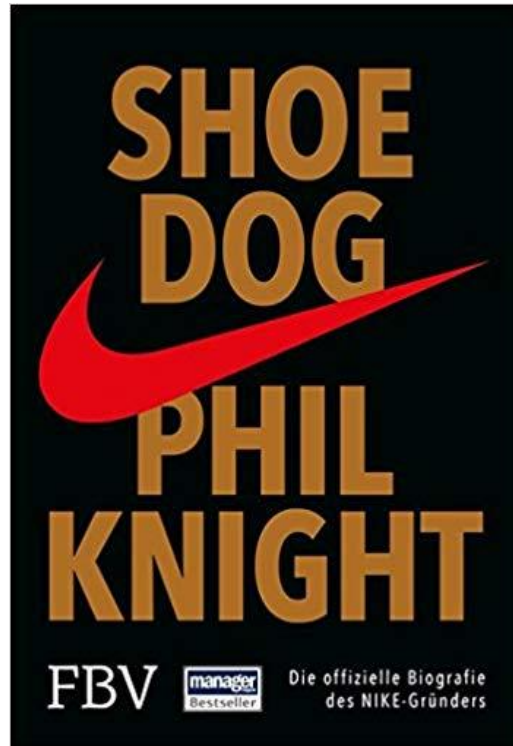
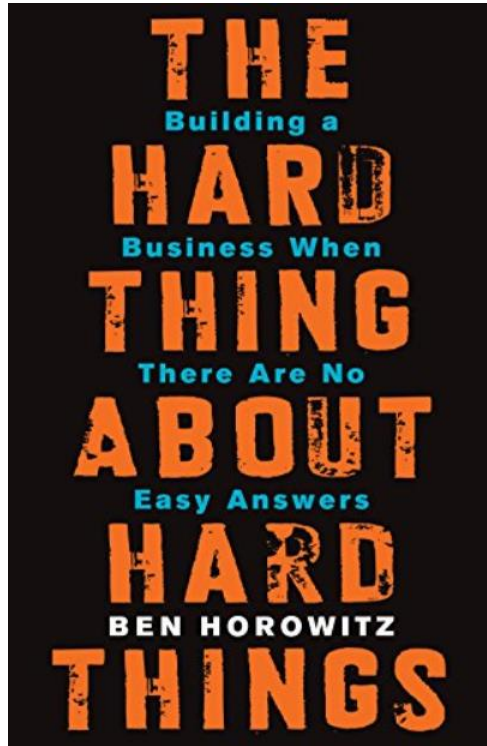
Tools, etc.

- IT:
 - Teams, Slack
 - Jira, Bitbucket, Trello,
 - SCRUM - adapt it to your needs
- Sales/CRM:
 - Hubspot, BASE, Pipedrive
- HR:
 - Job – Scorecards (clear accountability)
 - Scrum – Daily & Weekly

→ Different tools for different periods

Literature, Podcasts

Recommendations



GET IN TOUCH WITH US



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Alexander Lakemeyer

The CEO

Helping customers to establish digital sales and purchase in their organization.

[Book a meeting on Hubspot](#)



Heribert- Josef Lakemeyer

The COO

If you have any operative questions reliant to technical improvements or the onboarding process of new products & companies, Heribert-Josef is the right contact!

[Book a meeting on Hubspot](#)