

## The importance of good customer relations

Consumerism is constantly changing with the times. These days, when customers contact a company they have already visited its website and know what they want.

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So your level of quality, service and advice needs to really stand out. As a responsible company, NO-NAIL BOXES, the Luxembourg manufacturer of collapsible plywood boxes, recognises the importance of customer relations.

Of the 300,000 boxes that are produced each year, 90% are custom made according to our customers' requirements. To this end, the NO-NAIL BOXES sales department is in constant contact with our customers. "It is important to

know who our customers are. This is why our external sales people visit them regularly. We also invite our customers to visit our facilities in Wiltz so they can see our workshops for themselves", explains Boris Remy, Sales Manager at NO-NAIL BOXES.

This approach is also demonstrated by the company's simultaneous participation in two trade shows at the end of March. The first was the Midest in Paris, which is the reference show for industrial subcontracting. The second show was a regional exhibition: the first edition of the SEPEM (Salon des Services Equipements, Process et Maintenance [Equipment, Processes and Maintenance Services Show]) Industries Auvergne-Rhône-Alpes in Grenoble.

This is how the company reaches out its customers, and the customers show their appreciation in return. "In January 2018, NO-NAIL BOXES beat all their monthly sales targets by exceeding one million Euros!", confided Michèle Detaille, Managing Director of the ALIPA Group. Which just goes to show that nurturing

good customer relations is a fundamental element to be implemented for the company's development and prosperity.

With more than 55 years of experience, NO-NAIL BOXES is the Luxembourg manufacturer of collapsible plywood and steel boxes for industrial use. Established in Wiltz (Luxembourg), NO-NAIL BOXES is certified ISO 9001 and 14001, AEO, PEFC, RSE SuperDrecksKëscht fir Betriber en Gesond mat System. The company is a member of the ALIPA Group, the Luxembourg specialist in industrial lifting and packaging.

[NO-NAIL BOXES](#)