



Auction lots now can be cross-published to other auction brands to amplify the reach

Jun 26, 2025 19:19 CEST

Surplex launches cross-publishing with Benelux auction brands

Düsseldorf, 26 June 2025 - Surplex, leading Continental European online auction platform for B2B used industrial equipment and part of the [TBAuctions](#) (TBA) group since August 2024, is taking the next step in strengthening its selling power. Following a successful test with Benelux sister brands [Troostwijk Auctions](#) and [Yavato](#), cross-publishing is now being rolled out further in collaboration with Surplex. By significantly increasing the visibility of lots, cross-publishing enhances opportunities for sellers and improves the auction experience for buyers across the TBA ecosystem.

One auction, many storefronts

Cross-publishing allows a lot originally listed on one TBA brand platform to appear in additional storefronts, enabling bidders from different brands to view, follow, and bid in real-time. This is how this innovation breaks down brand silos to create a seamless bidding experience. While the sourcing platform retains ownership of the lot and handles the transaction, the additional storefronts act as extended channels, amplifying reach and engagement. Maximum visibility and seamless bidding.

Higher engagement and strong results

Internal data from March 2025 revealed that 20% of lots on Vavato and Troostwijk Auctions were cross-published, with especially strong results when items moved from smaller to larger platforms. Lots cross-published from Vavato to Troostwijk Auctions, for instance, saw higher engagement and significantly fewer instances of unsold lots.

Driving Platform Synergy Through Network Effects

By activating bidder bases across multiple storefronts, the TBA ecosystem strengthens its marketplace dynamics. Cross-published lots are shown to more potential bidders, increasing the odds of sale and driving competition—leading to higher conversion rates.

“Cross-publishing embodies our platform’s digital potential,” said Robbie Strickland, Chief Technology and Product Officer at TBAuctions. “It’s a powerful, scalable feature that brings together previously independent bidder pools, delivering more eyes on each lot and unlocking measurable value for both buyers and sellers. It’s an elegant example of how we are transforming auctions with data and technology.”

A Unified Multi-Brand Experience

For sellers, cross-publishing means maximum exposure without added complexity. For bidders, it offers a more comprehensive view of available lots across the TBA ecosystem—regardless of which storefront they visit.

“This is a pivotal step toward realizing our vision of a unified auction ecosystem,” added Strickland. “Cross-publishing helps buyers discover more relevant items while empowering sellers with greater reach. It reinforces our commitment to building a seamless digital platform that creates scale, trust, and opportunity for all users.”

Cross-Publishing in Practice

- **Bidders** benefit from expanded access to diverse lots across TBA storefronts
- **Sellers** gain incremental exposure, particularly when listing on smaller platforms with the potential to tap into larger bidder bases
- **TBA's ecosystem** is reinforced through powerful network effects, accelerating the flywheel of supply and demand
- **Operational clarity** remains intact, with all bidding activity and transactions routed through the original host platform

About Surplex

[Surplex](#) has been one of Europe's leading industrial auction houses for over 25 years and trades worldwide in used machines and factory equipment. The company is based in Düsseldorf and has offices in 12 European countries – including DACH, Spain, Italy, France, and CEE. More than 200 employees provide a full service in 20 languages.

Surplex became part of [TBAuctions](#) in August 2024, Europe's leading multi-brand (Troostwijk Auctions, Klaravik, Auksjonen, PS Auction, British Medical Auctions, Vavato, and Auktionshuset dab), digital auction platform for B2B used goods. TBAuctions reaches around 700,000 unique bidders from 170 countries and approximately 46,000 unique sellers. The group employs around 1,200 people in total.

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