



Personal advice and a quick conclusion of the sale - used machinery in direct purchase (©Drazen Zigic/Shutterstock.com).

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Fixed prices and comprehensive advice: direct sales in the used machinery market

Used machinery offers a viable alternative to new purchases, especially in an economy troubled by inflation and supply chain disruptions. But the market is large. When buying a high-quality machine directly, it is best to work with professionals.

Purchasing used machinery is an affordable and practical solution to remain competitive in today's fiercely contested market. Prices for used machines are lower than those for new ones, and they are usually immediately available, avoiding long delivery times and production delays. This allows businesses to

invest without breaking the budget. Particularly in times of inflation, high energy costs, and disrupted supply chains, many operations are shifting away from machinery and plant manufacturing towards the used machinery market.

On the other hand, selling used machines is a smart business move: it not only creates financial resources but also frees up space for new purchases or restructuring of facilities. The used machinery market is booming, and sellers find a grateful market.

Used machinery market: direct sale or auction?

Anyone researching the used machinery market will come across a large number of suppliers. It makes sense to work together with professional portals. This is because they have a wider range of customers, sound experience and expertise that can make the sales process more effective and successful.

With most suppliers there are two common methods of trading: the auction and the direct purchase. The auction offers some advantages in the context of selling industrial machines. The transparent nature of an auction can boost buyer confidence as they can follow the process live. Additionally, a well-conducted auction provides a clear time structure.

Direct purchase, on the other hand, also has its own strengths that are attractive in the industrial machine sales process. Direct sales allow sellers to receive a predetermined price, providing more control and predictability throughout the entire transaction. This method can expedite the sales process as it is independent of auction timelines. It may also be particularly suitable if confidentiality or a specific negotiation position is desired.

A direct purchase is also particularly useful when technical advice is required, complicated disassembly processes or special services such as conversions are involved and when the decision chain is longer due to the complexity and value of the product. In addition, a direct purchase offers more flexibility in terms of payment and contracting.

Tailor-made industrial machinery purchase: Advantages of direct sales at Surplex.

One of these marketplaces for trading used industrial machines is Surplex. With over 20 years of experience and more than 220 employees in 16 European countries, Surplex has established itself as a reliable partner in the used machinery market. Besides the traditional auction model, Surplex also offers an option for direct sales. The Direct-Sales division at Surplex combines the speed and flexibility of an auction house with the service of a traditional machinery dealer.

"The added value of Direct Sales at Surplex is reflected in the extensive services available," explains Oscar Soler Monte, Head of Direct Sales.

"Qualified contact persons are available in all sales steps". This is because Surplex employees are mostly experts themselves. This is also the case with Soler Monte. In his now long career as a salesman, he himself worked for 13 years as a mechanic in the overhaul of machines and during this time got to know almost every type of metal machine - specialised areas such as gear cutting but also up to heavy, large presses or portal milling machines. With his colleagues Jan Stumpf, whom he has in the team as a mechanical engineering technician, and Sonja Beckmann, who acts in the dual role of internal sales and also takes care of smooth logistics, the team offers competent service from a single source.

When [buying industrial machinery](#) directly through Surplex, buyers benefit from a holistic service that goes far beyond a simple purchase. The Surplex team uses industry contacts to optionally coordinate disassembly and reassembly by the manufacturer. If required, Surplex also takes over the organisation of transport, including customs clearance for non-EU countries, and also issues the necessary AES documents for tax-free exports. In the process, the company bears the risk up to the destination and offers corresponding insurance options. This comprehensive service makes direct purchasing from Surplex particularly attractive for those who want a smooth and well-coordinated purchasing process.

Machines offered for direct purchase are often of high quality and in very good condition (© Surplex).

About Surplex

Surplex is one of Europe's leading industrial auction houses and trades worldwide with used machinery and equipment. The 16-language auction

platform [Surplex.com](https://www.surplex.com) records approximately 50 million-page views annually. More than 55,000 industrial goods are sold each year at more than 800 online auctions. The company is based in Düsseldorf (Germany) and has offices in 16 European countries. Over 220 employees from 20 different nations generate an annual turnover of more than EUR 100 million.

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