

# On the right track

The perfect consummation of a toy that has remained almost unchanged for over 50 years, the slotcar racetrack, has a name: Harrel-RacingStandard. The first modular version, called “The Road”, comes from Solingen. The NRW.Europa team is helping the company on its journey into the luxury segment.

In fact, Harald Dannert, the developer of the slotcar racetrack, primarily manufactures plastic parts in his company, PKKT GmbH. His motto is: Durability, reliability and functionality. This was also the benchmark for his new product: The first modular slotcar track, which is stable, torsion-resistant and patented, allows for a stable construction and can dispense with an intermediate power supply over long distances. Dannert united the best of three worlds for this. The result was a hybrid of wood, plastic and metal.

As with other manufacturers, power is supplied via metal strips made of stainless steel. According to Dannert, however, who would like to inspire car fans, racing drivers, slotcar clubs as well as fulfil childhood dreams, his system is much more sophisticated: “The particularly ingenious feature is tucked away inside the modules. Robust copper cables connect sockets and plugs and merely transfer the current to the stainless steel strips. This means that the ring circuit is installed ex works and contact resistance is minimal. With this, we promise a stable power supply for distances up to 100 metres – and this with only one transformer.”

For the moment, the Harrel-RacingStandard is designed as a classic analogous slotcar racetrack. For the future, however, switch modules are planned that will allow for digital operation. In the meantime, an adapter module is available as an interim solution that makes it possible

to change over to the plastic tracks of other manufacturers. The modules are produced in their own factory in Solingen.

## Distribution models and markets

Up until now, all sales have been direct, with the Harrel RS crew taking care of each client individually. In order to professionalise sales and distribution and with a view to operating abroad as well at some point, Dannert is making use of the know-how of the NRW.Europa team at ZENIT. Among others, the team has helped him to develop sales models for his high-end product and looked for platforms that are popular in the luxury segment as well as sales outlets abroad. Within a very short time, the company received an order from Thailand, and the NRW.Europa experts helped with the paperwork.

By completing the first order in a third country with the assistance of NRW.Europa, the company was able to familiarise itself with the procedures involved in doing business with third countries and became more confident about making decisions. This also includes expertise in working out transaction costs and incorporating these when calculating prices in the future. This not only saves time but also allows the company to act with greater confidence in new markets.



<https://harrel-rs.com/>



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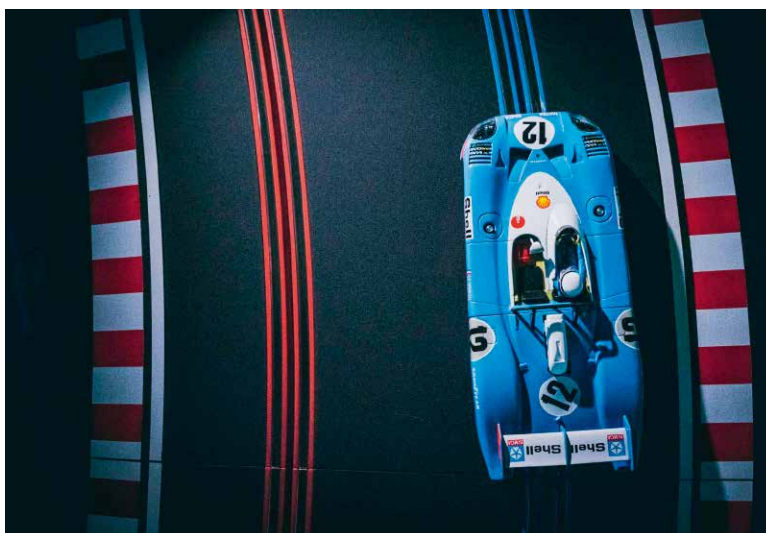


Tribute to Steve McQueen's "Le Mans" of 1971.



The track for slotcars on a scale of 1:24 ...

... and for vehicles on a scale of 1:32.



- Help with sales/distribution strategy
- Market research
- Target group analysis
- In-depth support as winning company in NRW.Europa's Internationalisation Competition 2020

“The services offered by the NRW.Europa team are very interesting and helpful. This applies especially for small and medium-sized enterprises keen to progress and achieve lasting success, and which are proud to manufacture products “Made in Germany”. And at the same time see themselves as an important part of Europe.”



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