



MEDIA INFORMATION

From a simple web presence to a business model

Vauth-Sagel: Digitally even stronger!

Erkeln, 29/04/2021 – Starting now, Vauth-Sagel is using a modern form of sales communication. The digital renewal set includes a redesign of the corporate website with a new B to B platform, a stronger focus on the products, new service tools for better interaction and information density for the respective target groups and, of course, a fresher Look & Feel. The goal of Vauth-Sagel's digital department is to discuss with clients and trade partners at interzum 2021 about what they want and need. In this way, the company is once again underlining how important digitalisation and service are to it.

The fundamental concept is based on Vauth-Sagel's digital vision. The guiding principle: "We live for the future-oriented networking of people, processes and technologies" aptly describes what is on the agenda for the next 24 months. In the short term, the target group-oriented provision of information is to be improved, the products come more to the foreground and more emphasis is placed on search engine optimisation. An optical design adapted to today's age with a focus on what is necessary is also part of this. Based on the information gathered from discussions with clients, suppliers, sales partners, and representatives from the trade at interzum 2021, further innovations with a focus on service will then be implemented in the next steps. This includes, among other things, setting up a new platform for clients' processors, dealers, and industrial clients, a "trading platform" with e-learning, webinars and digital order processing, the expansion of services for processors and a user-friendly integration of the Vauth-Sagel Academy concept. For example, assembly instructions can be viewed or downloaded at any time via automated service tools, and high-resolution image files for media or product catalogues from clients are available around the clock. There will be a 24/7-accessible web shop where registered users can order spare parts and advertising material, for example.

VAUTH-SAGEL:

Contemporary and innovative storage solutions. This is the essence of what Vauth-Sagel has stood for for more than 55 years. The owner-managed family company focuses on people's desire for the highest-



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possible level of comfort in all of its system components. The competence areas of development, production and sales are geared towards this - day after day. The core competencies in the kitchen and furniture industry have long since been transferred to modern living components. And that motivates the more than 1,000 employees to produce more than 85 million products with the quality mark "Made in Germany" every year. In addition to many years of cross-material expertise, there are other features that ensure that Vauth-Sagel's global customers are that decisive step ahead: "Creating high-quality system solutions for living spaces. And doing that for everyone" - this promise is based on forward-looking impulses in product design and equipment. THAT is all Vauth-Sagel!

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