MEDIA INFORMATION

From simple web presence to business model

Vauth-Sagel: digitally even stronger!

Birmingham, 06/03/2022 – **Vauth-Sagel has been using a modern form of sales communication for several months. The set of digital renewals includes the completed redesign of the corporate website with a new B-to-B platform, stronger focus on the products, new service tools for greater interaction and information density for the respective target groups and, of course, a fresher look & feel. With this, the company once again underlines how important digitalisation and service are to it.**

The basic concept is based on Vauth-Sagel's digital vision. The guiding principle "We live in a future-oriented networking of people, processes and technologies" aptly describes what is on the agenda for the next two years. In the short term, the target group-oriented provision of information is to be improved, the products come more to the forefront and more emphasis is placed on search engine optimisation. An optical design adapted to today's times with a focus on what is necessary is also part of this. Based on the information gathered from discussions with customers, suppliers, sales partners and trade representatives, further innovations with a focus on service are now being implemented. This includes, among other things, setting up a new platform for consumers, processors, traders and industrial customers, a "trading platform" with e-learning, webinars and digital order processing, expanding 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 customers are available around the clock. There will be a 24/7 accessible Webshop 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 60 years. The owner-managed family company focuses on people's desire for the highest-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

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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 what Vauth-Sagel is all about!

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