



## MEDIA INFORMATION

### Optimised collaboration with all partners

## At VAUTH-SAGEL, the focus is on service!

Erkeln, 09/05/2023 – **Close collaboration, an understanding of the needs of the other side and innovative service offers – VAUTH-SAGEL have always put special emphasis on these aspects of partnership. In a separate service area at interzum 2023, the company is presenting extended services for all partners in the production and supply chain. With a comprehensive pool of images and an innovative filter logic in the digital catalogue, the company is setting new standards in customer orientation.**

The image pool encompasses more than 4,000 images that can be made available to customers and all partners. For each product variant per design, colour, height, width and depth, there is an illustration in 2 perspectives. There are currently standalone illustrations in the portfolio, but the image data pool is being expanded. By the end of 2023, there will also be images that show the product in the installed state. In parallel, VAUTH-SAGEL are establishing a media database in order to make exchanging data with customers and partners even easier in future. The images are already embedded in the digital catalogue on the VAUTH-SAGEL homepage.

The new filter logic in the digital catalogue enables customers to find the exact product that is suitable for their installation situation. Using the filter, customers can apply a range of criteria, including products for the kitchen or housekeeping. Next, the unit into which the product will be installed is selected, be it a base unit, corner unit or one of the other options. It is also possible to select a unit with hinges or front adjustment. And the base cabinet height, base cabinet width & base cabinet depth can also be used as criteria. In relation to the product being searched, the colour and VAUTH-SAGEL design can also be included. After the filter criteria have been applied, only the products that are suitable for the respective needs remain: customers find exactly the right product. Spare parts lists, assembly instructions and videos are also stored there.

In the service area at interzum 2023, VAUTH-SAGEL are also showing their 360° solutions for supporting the effort of customers and partners to sell products more systematically and conveniently. From the right sales arguments to supporting image films, installation videos, templates, CAD data and spare parts lists, everything is made



## MEDIA INFORMATION

available. The sales kit for customer sales departments is also new. Digital or offline, it compiles all the important information on the product in one kit. This way, everything is always at hand and most questions are answered.

VAUTH-SAGEL are proud to offer their customers and partners comprehensive service that makes their work easier and optimises the collaborative effort.

*VAUTH-SAGEL:*

*CONTEMPORARY AND INNOVATIVE STORAGE SOLUTIONS. THIS IS WHAT VAUTH-SAGEL HAS STOOD FOR IN ESSENCE FOR MORE THAN 60 YEARS. IN ALL ITS STORAGE SOLUTIONS, THE OWNER-MANAGED FAMILY BUSINESS FOCUSES ON PEOPLE'S DESIRE FOR THE GREATEST POSSIBLE COMFORT. THIS IS WHAT THE COMPETENCE AREAS OF DEVELOPMENT, PRODUCTION AND SALES ARE GEARED TOWARDS - DAY IN, DAY OUT. THE CORE COMPETENCE IN THE KITCHEN AND FURNITURE INDUSTRY HAS LONG SINCE BEEN TRANSFERRED TO MODERN LIVING ROOM COMPONENTS. AND THIS MOTIVATES THE MORE THAN 850 EMPLOYEES TO MANUFACTURE MORE THAN 85 MILLION PRODUCTS WITH THE QUALITY FEATURE "MADE IN GERMANY" EVERY YEAR. IN ADDITION TO THE 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 FOR ALL PEOPLE" - THIS PROMISE IS BASED ON FORWARD-LOOKING IMPULSES IN PRODUCT DESIGN AND FURNISHING. ALL THIS IS VAUTH-SAGEL!*

### **VAUTH-SAGEL MEDIA DEPARTMENT**

Angelika Weidling  
Email: [media@vauth-sagel.de](mailto:media@vauth-sagel.de)