

Digital comfort in the selection of Pfleiderer decors

Neumarkt, January 2021 – Digital applications make daily work easier for planners, designers and fabricators in the furniture and interior design industry. At the presentation of the 2021-2024 design collection, Pfleiderer presents its latest digital tools. The user-centric "Workapp" brings relevant information about a decor to the screen in just a few seconds. The Alternative Finder suggests harmonious variations from the Pfleiderer range. The mood board tool recommends decor groups to users that match the image atmosphere of their own photographs.

"Pfleiderer's digital offerings go far beyond pure online retailing. In the meantime, all participants can access numerous applications to discover and plan materials, furniture and entire living worlds," says Ulrike Lukas, Head of Marketing at Pfleiderer Deutschland GmbH.

"Anyone who has experienced the benefits of our virtual experimentation rooms, online planning tools or planning data on the BIM platform BIMobject will no longer want to do without them."

Workapp with practical decor scanner

Digital support for customers has been a matter of course for Pfleiderer for years. The latest development is the "Workapp", a decor scanner for smartphones and tablets. With this app, users can capture the number or color of a decor via the camera of their mobile device and call up detailed product information. This includes delivery times, formats or amazingly real detailed views of surface textures.

The Alternative Finder suggests suitable variations from the Pfleiderer collection for a material or decor photographed with the app. Direct sample orders or price inquiries with selected distributors are also possible with just a few clicks. "Anyone looking for a specific shade of green or a wood color in our collection will quickly find what they are looking for with the decor scanner," says Ulrike Lukas. "This also makes it easy to run through spontaneous ideas. Together with the

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decor scanner, users can get a first impression of our decors and quickly order samples before placing an official order."

Decor harmony in one's own four walls

"Finding decors to match your own ideas was not easy until now," says Lukas. "For this problem, we developed the mood board tool. Whether it's shots of hiking in the Alps, vacationing in Tuscany, or Dali's burning giraffe, the app suggests matching decors from our range that pick up on both the colors and climate of the pictures." Entire rooms can thus be designed in the desired color mood according to individual needs.

Planning efficiency and quick calculations

Planners and carpenters can use Pfleiderer's WoodPro furniture configurator to plan furniture efficiently, calculate easily and order materials quickly. Elements can be designed in detail as a 3D model with the software solution. An integrated plausibility check enables error-free work. For the visualizations, WoodPro accesses the entire article master data of Pfleiderer. In addition, craftsmen can use the application to quickly calculate quotations and network with suppliers as early as the planning phase.

About Pfleiderer– 125 years of high-quality wood-based panels

Pfleiderer is a leading wood-based panel manufacturer in Europe with annual sales of approx. 700 million euros and around 2,000 employees. The company has its headquarter in Neumarkt in der Oberpfalz (Germany). Pfleiderer has five production locations in Germany and one in Poland, and sales branches in England, the Netherlands, Switzerland, Romania and France. Pfleiderer offers a complete range of products and services with a focus on furniture making, the timber trade, interior fit out and timber construction. Pfleiderer pools the Duropal and Thermopal product ranges under the Pfleiderer umbrella brand and is a partner of industry, commerce, installers, designers and architects.