



Press release

Exploring light and shade in a virtual house

The Warema configurator helps you find the perfect sun shading system

It's a sunny day. The sun's golden rays stream in through the window, filling the house. Most people enjoy the ambience and cosiness sunlight creates in the late afternoon or on cold days, but not so much at 5 a.m. or when it's extremely hot. If you walk from room to room at different times of day, it will quickly become apparent that you need glare control in one room, black-out blinds in the next and visual privacy in another. The new online Warema configurator is a fun way to find your perfect sun shading system, taking you on an interactive tour of the individual rooms and outside areas of your house. Professional animations and flexible shifting from day to night mode ensure a realistic portrayal of light and shade.

The configurator takes you on a journey through your virtual house – starting in the living room, bedroom, bathroom or kitchen – to provide inspiration for your home. The tour then continues to the conservatory, patio, balcony and garden. If you just want to look around a bit first, you can tour the different rooms and outside areas, test the suggested solutions and gain an initial impression of the individual products. If you have an idea in mind when starting the configurator, you can select a product from the menu bar directly or start in a room of your choice.

Warema offers different shading solutions for every room that are tailored to each room's needs and perfectly fulfil all functionality requirements. To help you make the right choices, products are shown from the inside and outside, from a distance and up close for a detailed view. You can control the sun shading system to see how it handles and test its effects at different times of day. Identical installation situations can be visualised, making it easy to compare different products. Practical buttons provide additional product details and reference pictures of the rooms; a link will take you to the product information page on Warema's website.



Individual configuration - endless possibilities

We put particular emphasis on outdoor living products; for most people, spending time outdoors and in their extended living space is the perfect escape from their hectic everyday lives. After selecting the Terrea patio awnings, Perea pergola awnings or Lamaxa slat roofs, you can select the right product type and configure it as you wish. Features such as house colour, facade structure and floor material can be adapted with just a few clicks to realistically simulate the installation situation in your own home. The Warema configurator contains all designs and fabrics in the current awning collection and a selection of the most popular colours for powder-coated parts. This allows you to quickly select suitable colours and patterns by simply trying them out. You can add radiant heaters, different lighting variants or a valance roller blind as vertical shading as desired.

Finally, the technical configuration mode allows you to adjust the product dimensions to your own building. Simply use the compass to select the direction in which the patio or balcony faces. This allows the shadow progression to be simulated for an entire day and the width or projection of the awning to be changed as required. Selecting the control type completes the configuration.

Your direct line to the specialist

Once you have completed the configuration, a PDF is created that you can take to a specialised retailer to discuss your wishes with an expert and order the products you want. Use the Warema website to search for a dealer near you. You can even use the online function to make an appointment. Simply register with Warema plus to get access to all personalised services: the complete Warema dealer search, simple appointment scheduling and an overview of all appointment requests sent, including their status.

The Warema configurator can be found at www.warema.de/konfigurator. Further helpful tools such as the Warema Designer app (www.warema.de/designer), which visualises the new sun shading system in your home using augmented reality, can be found on the Warema website.

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