



## **Press release**

### **New online tool for sales consultations**

The Warema configurator helps you find the perfect sun shading system

**The new online Warema configurator is a fun way for users to find the right sun shading system for their home, taking them on an interactive tour of their individual rooms and outside areas. Professional animations and flexible shifting from day to night mode ensure a realistic portrayal of our sun shading solutions. Customers can use the new online tool to obtain information in advance or to create an individual configuration to show to a specialised dealer. It also helps dealers to find the perfect products for their customers.**

There are several ways for users to tour their virtual house. They can either let the configurator take them on a journey – starting in the living room, bedroom, bathroom or kitchen – to provide inspiration for their home or, if they already have an idea in mind, they can select a product from the menu bar directly or start in a room of their choice. Warema offers different shading solutions for the entire home, the patio, balcony, conservatory and garden that are tailored to the requirements of the individual space. Suitable products are shown from the inside and outside, from a distance and up close for a detailed view. Users can see how they handle and their effects at different times of day. Identical installation situations can be visualised, making it easy to compare different products. Practical buttons provide product details and reference pictures; a link leads to the product information page on the Warema website.

#### **Individual configuration - endless possibilities**

As living in harmony with the environment has become a growing trend, Warema's outdoor living products are of particular importance. After selecting the Terrea patio awnings, Perea pergola awnings or Lamaxa slat roofs, the user can select the right product type and configure it as they wish. Features such as house colour, facade structure and floor material can be adapted with just a few clicks to realistically simulate different installation situations. 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. Radiant heaters, different lighting variants or a valance roller blind can be added as desired.



Finally, the technical configuration mode allows the user to adjust the product dimensions. 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.

### **A direct line to the specialist**

Once the configuration is complete, a PDF is created that the user can take to a specialised retailer to discuss their wishes and order the products they want. They can use the Warema website to search for dealers in their area. The configurator also works the other way around: specialised retailers can use it to show potential buyers the most suitable products for their various rooms, with sophisticated animations, reference pictures and a wealth of information.

The Warema configurator can be found at [www.warema.de/konfigurator](http://www.warema.de/konfigurator).

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