



Press release

State-of-the-art venue dedicated to sun shading

Warema opens Sun Centers in Berlin and Stuttgart

Warema's Sun Centers are more than just showrooms. Customers can visit the sites in Berlin/Großbeeren (which opened in late July) and Stuttgart (which opened recently) to immerse themselves in the world of Warema and see their own home through different eyes. The unique set-up and wide variety of products offer a fascinating, personalised experience of sun shading systems. Specialist dealers and architects can use these two sites as customer meeting points and arrange for Warema experts to speak to their customers directly.

Warema's Sun Centers allow the company to develop a closer relationship with its customers and present its products in a unique fashion. Shading often appears to be an abstract topic, but here its many facets are made tangible, as Warema shows the effects of its sun shading systems in different real-life settings. Uniform branding is used throughout both Sun Centers and will be used in all future showrooms.

"Our Sun Centers are a way of making initial contact with our end customers," says Marion Fischer, Head of Marketing at Warema. "By focusing on the experience, we aim to awaken their interest in the functions and design of high-grade sun shading systems. Our goal is to inspire anyone currently working through the planning and decision-making phase and, if desired, to provide comprehensive information on our products before putting them in touch with a specialised retailer. We are also offering specialist dealers and architects the opportunity to show and explain our products to their customers in a realistic setting. This gives customer meetings a more personal touch as our Sun Centers combine inspiration and information with the true nature of light and shade.



Switching between light and shade

Stepping into the lobby, visitors leave their everyday lives behind. Elegant dark walls and carpets contrast with bright exhibition areas flooded with light. Little Warema houses, each with one wall removed, present a variety of living and working environments. Shading solutions are presented for each situation, allowing visitors to experience their effects and appearance both inside and outside and helping them to figure out what they like. In front of the glass walls, oversized frames with sliding elements enable customers to see the products from different perspectives and to test their shading effect and transparency. A round table in the centre of the square between the various houses provides visitors with information on control systems, collections and products.

Naturally, outdoor living is also covered. Visitors step through a glass door onto a cosy patio where a Perea pergola awning (on one side) and a Lamaxa slat roof (on the other side) provide shade and protect them from the elements. Visitors can also take a look at the large "Big Ben" parasol made by Caravita, which is part of the Warema Group.

Overview of product range

The Sun Centers take visitors from house to house on a journey through Warema's product range. They gain a comprehensive overview of awnings, external venetian blinds, roller shutters, slat roofs, insect screens and the various control systems. Automation adds to the benefits of these high-grade sun shading systems.

The Sun Centers in Berlin and Stuttgart are an exciting way for customers, specialist dealers and architects to see how Warema sun shading systems work in real life. And if you want to delve even deeper into the world of Warema, you don't have long to wait. The Wertheim SunForum will open next year to immerse customers in a unique brand experience.



Warema Sun Center Berlin

Am Lilograben 3
14979 Großbeeren
Tel: +49 33701 32780

Business hours:
Monday - Friday 10 a.m. - 3 p.m.

Warema Sun Center Stuttgart

Böblinger Straße 42
71101 Schönaich
Tel: +49 7031 67968-0

Business hours:
Monday - Thursday 8 a.m. - 5 p.m.
Friday 8 a.m. - 3 p.m.

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