

BLAUSTEIN 08.03.2016

GREATLY EXPANDED GLASS DOOR RANGE
SPOTLIGHT ON GRIFFWERK LASER TECHNOLOGY

AMAZING LASERS

THE KEY FACTS:

GRIFFWERK presents a comprehensively expanded range of laser technology glass doors |
Development and laser production in Blaustein | Simplified, user-friendly price structure |
Extensive sales support for specialist retailers and trade

COMPREHENSIVELY EXPANDED RANGE OF LASER DOORS

GRIFFWERK launches over 50 new glass doors as part of its greatly expanded range. The range is broad-based and includes updated designs of proven market favourites as well as totally new models. “We set great store by enabling our specialist retail customers to meet a wide range of customer requirements,” explains Matthias Lamparter, Managing Director of GRIFFWERK, adding: “Product ranges need a good mix of innovative new products and really strong-selling proven designs that many customers simply ask for.” According to GRIFFWERK’s corporate mantra, the company’s focus is on looking forward and therefore, as Matthias Lamparter explains, classic glass door designs: “...have been critically scrutinised and revised with design expertise.” The technical possibilities offered by laser technology were the main impetus behind the current collections.

DEVELOPMENT AND LASER PRODUCTION IN BLAUSTEIN

Since it was launched in 2014, GRIFFWERK has emphatically expanded its expertise in the field of glass doors. The workforce has been significantly increased so that additional designers, product developers, a recently set-up product management team and a quality assurance team can drive forward this growth area that offers high sales for retail. The company has also invested in its own in-house production facility for laser decorative design. Design, manufacturing expertise and high-quality production of laser doors can now be provided at one site, directly at GRIFFWERK in Blaustein. Matthias Lamparter calls this “... a major development and quality advantage that provides us with a solid basis for the further development of this area of expertise.”

SIMPLIFIED, USER-FRIENDLY PRICE STRUCTURE

PURE WHITE by GRIFFWERK white glass doors remain the core of the product range. Building on this basic model, GRIFFWERK now offers retail an upgrade and even a “downgrade” option in simple green glass to perfectly meet buyers’ price and performance expectations.

Almost all doors are now available in the two-sided printed, opaque “TWO-SIDE” version with satin finish on the rear. Customers can also choose between simple green glass and PURE WHITE by GRIFFWERK white glass. All these choices have been incorporated in a simple pricing model, so that customers can literally “add on” what is important to them. The glass door prices in the new 2016 Collection have also been summarised in a clearly arranged price group system. This simplifies the selection and advisory stage for sales personnel, buyers and end customers, leaving more time for one-to-one discussions with customers.

SALES SUPPORT FOR EXPERT ADVICE ON GLASS DOORS

Existing customers can order extension displays and replacement modules for their GRIFFWERK Studio for the new range of glass doors. The brand shop system offers various options for new GRIFFWERK customers, from minimal entry level to complete shop-in-shop systems, depending on the range and available space. Sales personnel wishing to advise customers out on the road will feel actively supported in future with the newly designed sales case for glass doors. The case includes samples of white glass as well as a well-arranged selection of genuine glass miniature doors, together with additional features that enable sales personnel to provide professional advice in an effective and customer-friendly manner. A new product catalogue and price list support the range. GRIFFWERK

also offers its customers personalised action flyers on the range as part of its customised marketing service. Customer advice elements, like the PURE WHITE BOX demonstrate the quality advantages of PURE WHITE by GRIFFWERK white glass.

The extended GRIFFWERK glass door range is available for delivery from 1 June 2016.

If you would like to see the new designs in advance, we would warmly welcome you to visit us on the GRIFFWERK stand at the Fensterbau Frontale trade fair in Nuremberg (16 - 19 March 2016, Stand 452 in Hall 4).