

Hettich on a service drive

New, target group centred service domains on the Hettich website

For Hettich, digitisation comes with new opportunities to step up cooperation with customer groups and their different demands and expectations. Launching user-friendly service pages and broadening its e-services, Hettich is placing an even stronger and very contemporary focus on the partnership with its customers.

Time is a scarce resource and no one wants to waste it online in the search for information and products, in ordering or in planning. Under the "Always at your service" banner, Hettich used Holz-Handwerk 2022 in Nuremberg as a platform for presenting its extended range of e-services and the new, specifically targeted service pages to cabinet makers and interior fitters for the first time on Hettich.com. A dedicated domain has been created for the trades, clearly presenting all of Hettich's analogue and digital services in clearly structured form on one page.

Getting there quicker

The quick intro on the overview page lets users find the content and services that are relevant to them. Whether trades, retailers, architects, industry, fitters or end users – everyone can now find what they are looking for more quickly and see their personal contact person with photo and contact details. User guidance is straightforward and intuitive. In the cabinet makers & interior designers domain, you can go straight on to any chosen section heading: Inspiration, Product Information, CAD & Planning or

Contact:
Hettich Marketing und Vertriebs
GmbH & Co. KG
Anke Wöhler
Gerhard-Lüking-Strasse 10
32602 Vlotho
Tel.: +49 5733 798-879
anke.woehler@hettich.com

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Assembly Aids. Permitting seamless and efficient work steps, all services are cleverly interlinked.

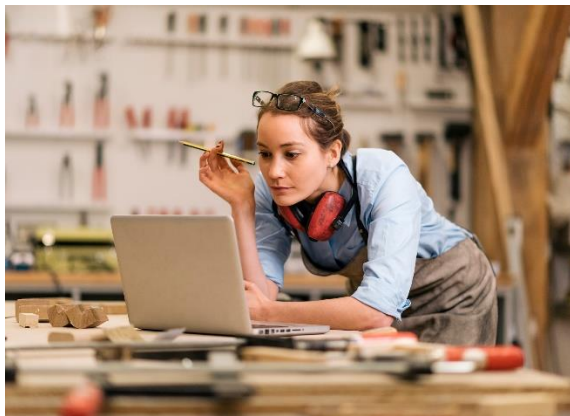
Under the heading "Acting today – with a thought for tomorrow", users can also get details on Hettich's sustainability programme. Here as well, many aspects are consistently addressed that assist customers in their own sustainability goals.

So, why not go to the quick intro right now and find out what the enhanced user experience is like:

<https://web.hettich.com/en-de/services/service-for-carpenters>

Images

Captions



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Hettich provides assistance across the board with targeted services in every project phase. The new service page provides all information and offerings in compact, target group focused form.

Photo: Hettich

About Hettich

Hettich was founded in 1888 and is today one of the world's largest and most successful manufacturers of furniture fittings. Over 7,400 members of staff in almost 80 countries work together towards the objective: developing intelligent technology for furniture. Hettich thus inspires people all over the world and is a

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valuable partner for the furniture industry, trade and craft. The Hettich brand stands for consistent values: for quality and innovation. For reliability and customer proximity. Despite its size and international significance, Hettich has remained a family business. Being independent of investors means that the company has a free hand in shaping its future with a focus on the human element and sustainability.

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