

PRESS RELEASE

Virtual attraction “Drillberg” – More than 950 visitors for the digital event

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Bad Mergentheim/ Main-Tauber-Kreis. Being located on the grounds of former Deutschorden barracks that are rich in tradition and being one of the most modern logistics centre for industrial supply today in Europe, Würth Industrie Service GmbH & Co. KG in Bad Mergentheim continues to attract many national and international visitors year after year. Even in this turbulent and extraordinary year 2020, we managed to welcome around 1.500 guests by adhering to the hygiene and safety measures. Out of them, 966 were participants of digital customer visits and events as well as webinars.

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The coronavirus pandemic has profoundly changed the idea of personal contact with the customers, business partners and other points of contact such as associations or school classes in 2020. As a result, appointments, visits and events as well as a tour through the exhibition “Leadership culture around Trillberg – then and now” could not be held in its usual format on site in Bad Mergentheim. It was therefore imperative to find alternative and digital methods in addition to the traditional formats. For several years, Würth Industrie Service has already been engaged in innovative methods for interactive networking.

Digital formats for events and webinars

In this time of high uncertainty, it is crucial to constantly remain in contact and exchange information. The exchange with the customers and the business partners is therefore of utmost importance. Our seminar series “Quick and uncomplicated to an efficient Supply Chain” helped us here. In total 12 modules on expert topics about the automated supply and logistics solutions in fastening technology, production material and operating material, more than 950 participants were informed and connected – digitally. Not only the customers from Germany, but also those from more than 10 countries in Europe and worldwide use this web-based platform. As it is also available in English, it was also possible to overcome the language barrier in different countries easily and quickly, regardless of time and place. The current situation has proved that the expansion of digitalisation processes in the recent years is also immensely beneficial in these times and is the key to drive further automation topics.

WIS Virtual Experiences

Virtual reality is an important part of interactive networking. Using WIS Virtual Experiences, a virtual showroom, our company presents system solutions and product range centred around efficient C-Parts management. Apart from interactive experience of range of products, these virtual rooms also offer suitable setting for individual meetings and different forms of interactions: Regardless of whether for customer appointments, meetings, screenings, trainings, conferences, presentations or creating common experiences such as exhibition visits. The virtual rooms can be easily accessed with wide range of end devices – from VR headsets for maximum immersion, PC for maximum performance to smartphone and tablet for easiest mobile access. Additionally, the 360-degree logistics tour also gives an opportunity to digitally experience the material flows of the parts, deployed technologies and stations in the logistics process.

“Whether you are in Hamburg, Copenhagen or Paris: a part of Bad Mergentheim and Würth Industrial Park is close by for our customers and partners. With these digital formats and alternative methods, we have caught the spirit of the time and are well-equipped for the coming weeks and months of the pandemic.”, clarifies Martin Jauss, General Manager Marketing and Sales at Würth Industrie Service. “Thus we have bridged the gap between telephone and video conferencing as well as the experience of a tour of our grounds, visit to our unique logistics as well as exhibition room, “World of WIS (Würth Industrie Service)”, whilst completely ensuring social distancing.” It is undeniable and remains constant: in spite of all the options of digitalisation, personal contact with customers and on site experiences associated with it as well as direct exchange with the people is extremely important for Würth Industrie Service and is a part and parcel of our corporate culture, and will be so even in the future.

Photo material:



Captions:

Photo 1: WIS Virtual Experiences.jpg

Caption 1: WIS Virtual Experiences – interactively explore the system and product solutions

Photo source 1: Würth Industrie Service