

Press release – raumplus vividly

## GET A PICTURE

In order for furnishing ideas to take shape, they have to be visualised. raumplus takes on this task in a way that is as diverse as it is inspiring: whether it's a lookbook, an online visit to a virtual room or a projection of the desired piece of furniture into your own ambience – the latest optical boosters from Bremen fire our imagination. Custom-made sliding doors, room dividers and wardrobe systems from the international brand can be experienced at home in any size and design – anywhere and at any time. Contemporary tools with which you can vividly create your own individual interior design image.



»We think in terms of living worlds in order to be able to depict the various demands on our products and their design scope. The focus is always on the customised optimum for the individual needs of each customer,« says Art Director Kathrin Strauß, outlining the objective with which her marketing team develops advisory and decision-making aids for existing and potential raumplus customers. The result offers the right support for everyone – from analogue to digital.

For example, the 84-page brochure »**Smart Sliding & More – Made in Germany**«, hot off the press, illustrates the extensive range of applications of walk-in and built-in wardrobes, sloping ceilings and room dividers, chests of drawers and solitary furniture made by raumplus with a wealth of furnishing examples. Complemented by information on production, quality standards and awards for the »Furniture Made in Germany«-certified range, which has been manufactured and sold internationally by the Bremen-based family business for over 35 years.



Those who prefer to be inspired by 3D can stroll through the **virtual 360° raumplus house** on the screen, which has met with a great response since its premiere in 2021. There, you go from the hallway to the kitchen, dining and living room, bedroom and dressing room, where all raumplus systems can be experienced spatially and opened, closed or illuminated with a click. Each room also has brief information on the models on display. »With the raumplus house, we have hit the spirit of the times,« says Kathrin Strauß, »dealers and end customers alike are taking advantage of the opportunity to experience our intelligent room solutions in virtual reality«. They now have even more opportunity to do so, because for 2022 there has been an »extension«: new additions include a children’s room and a guest room, equipped among other things with the newly developed »Verrière« partition wall system.

The possibilities of the configurator have also been expanded, with which raumplus furniture can be designed online according to one’s own specifications and can now also be projected onto the planned place of use at home with an **augmented reality function**. Using the AR button and a smartphone or tablet, the model configured online according to personal specifications can be virtually integrated into one’s own living situation. »For us, this further development is the logical reaction to customer wishes and market developments. The vast majority of people not only want to be inspired, but are also looking for positive confirmation of their ideas – which we can now provide via the AR function,« Kathrin Strauß is pleased to say.



The diverse possibilities to experience the raumplus range have established themselves in a very short time. Accelerated by trade fair cancellations and retail lock-downs, both retailers and end customers used the new digital presentations in large numbers and discovered their advantages, such as access from any place and at any time, the implementation of their own ideas into concrete designs and their visual transformation into their own or the customer's home. Everything is fast, uncomplicated and without obligation. So it is not surprising that digital tools are now asserting their place as a contemporary supplementary form of information in times of stationary re-openings. Accordingly, they are continuously developed and optimised at raumplus, as the current innovations clearly demonstrate.



Motto: Get a picture - on the way that suits you best.

Should you publish this article we would be grateful if you could name **raumplus** as the manufacturer.

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