

Fensterbau Frontale 2024 - profine eSolutions: Digital innovations for window sales

At the Fensterbau Frontale 2024 trade fair, the profine eSolutions offering met with an enthusiastic response from trade visitors looking for modern solutions for digital window sales.

The profine Group, with its young subsidiary profine eSolutions GmbH, is one step ahead when it comes to digitalization in window construction and retail. With two groundbreaking software products, "Framework" and "Fensterkauf.com", the system provider offers tailor-made solutions for the industry.

Customer journey starts online

The desire for digital applications comes primarily from end customers, whose "journey" increasingly begins online. Manufacturing companies, on the other hand, often have neither the resources nor the specialist knowledge to develop or operate complex software solutions, which is why they rely on support from their main suppliers.

Marc Habermeyer, Head of Marketing and eBusiness at profine, emphasizes: "The intersection of our customers lies in the highest quality in window production and customer advice. We have been supporting production with digital master data for a long time and have therefore consistently expanded our services to include digital customer acquisition and service."

Two platforms with many features

End customers can enter their specific requirements at "www.fensterkauf.com" and thus contact a partner company in window construction. The platform serves as a lead generator for window manufacturers and retailers, and end customers can also be connected to a suitable specialist company within a very short time.

"Framework" is more than just a consulting tool. In the first year after its launch, it became clear that customers use the diverse app in very different ways.

Its strengths lie in the variety of integrated functions, including a sophisticated measurement function, the ability to insert sketches and notes into photos, or project management that can be used for the exchange of customer data between individual team members or for consistent offer entry from the dealers.

"Framework" also includes advice-intensive topics such as colours and window rails as well as the classic configuration tool for documentation and advice including extensive information material.

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Continuous development

“We wanted to create the digital showroom and we succeeded in even more. We will continue to develop our offerings in the future based on the customer feedback,” says Dr. Dominik Eberl, Head of eBusiness at profine, summarizing the status of development.

At www.profine-esolutions.com, customers and dealers of the profine Group can download “Framework” and register free of charge to benefit from digital innovations.

Captions:

- 1) End customers can enter their specific requirements at “www.fensterkauf.com” and thus contact a partner company in window construction.
- 2) “Framework” is more than just a consulting tool. In the first year after its launch, it became clear that customers use the diverse app in very different ways.

Graphics: profine

About profine:

profine GmbH – International Profile Group – is a worldwide leading manufacturer of PVC-U profiles for windows and doors and a renowned provider of shutter systems and PVC sheets. With its KBE, Kömmerling, and TROCAL brands, the Group supplies its products to more than 100 countries and has an excellent international standing at 29 sites in 23 countries. profine Group manufactures at production facilities in Germany, France, Italy, Spain, Bosnia-Herzegovina, Russia, India, the UK, Ukraine, the USA and China, with its head office in Pirmasens, Rhineland-Palatinate, and a payroll of over 3,400.