Duermentingen, May 2024

Georg Schlegel GmbH & Co. KG

3D configuration in real time  
*New SCHLEGEL website – New product configurator is the core*

More modern, more clear, more user friendliness: The new website of GEORG SCHLEGEL is online. The core of the new website is our self-programmed product configurator that allows users to create a 3D configuration in real time.

Innovative product configurator

Great emphasis was put on the usability during the creation of our new web presence. This becomes especially clear when looking at the new configurator. Products can be selected and configured fast, easy and intuitively according to individual needs.

The configurator includes the whole SCHLEGEL product portfolio, from emergency-stop to modular bus system, and possible combinations can be put together. Colour, panel cut-out, degree of protection and even accessories – with just a few clicks the desired product can be selected by using broad filtering functions. Invalid combinations are excluded during the process.

The selected product is displayed via an interactive 3D model which can be turned by 360° and be viewed from all sides. The image also contains hotspots which can be clicked to open further selectable items. If adjustments are being made, the user can see in real time how the product will change.

Relevant information in one place

Furthermore, the product configurator includes all relevant information about the selected product in a compact and clear form. Technical data for pushbuttons, switches or emergency-stops, product pictures, the datasheets and technical drawings are all collected in one place. 3D data of the configured products are also being created. This reduces the time to gather all the data to a minimum. Another possibility is to search and download datasheets and brochures in the section "Service - Download area".

Modern and clear

The new hompage all in all is more modern and tidied up. The topics are clearly arranged in the navigation bar. Under "News", you can find all information about new products. Those are press releases about novelties as well as YouTube videos, exhibition dates or the onepagers for the new products themselves. Technical background information can be found under "Information centre", while "Company" is all about SCHLEGEL: News about the company, information about our history or about certificates and approvals. The "Career" page can also be found here. Contact persons and downloadable content are compiled under "Service".

Responsive design and various languages

To enable a flexible usage of the website, it was created with responsive design. Thus, no matter the end device, it can be opened without any problems. Smartphone, tablet or desktop computer – the user interface stays clear and easy to navigate. What´s more, the website is available in English and French for international users.

Preceding the relaunch was a year-long developing phase. Especially the development of the product configurator as the core of the new website needed a lot of time. We have developed and programmed the configurator in-house. Christoph Schlegel is very proud about how it turned out. "We´ve had the ambition to develop an innovative product configurator with real added value for the customers. In our opinion, this has been indeed realised, especially thanks to the interactive 3D graphics".

Photos

Photo 1: 2024-05\_PR-Relaunch1

Caption:

More modern, more clear and especially more user friendliness:The new website of GEORG SCHLEGEL. Photo: GEORG SCHLEGEL



Photo2: 2024-05\_PR-Relaunch2



Caption:

GEORG SCHLEGEL has redesigned its complete website. Photo: GEORG SCHLEGEL

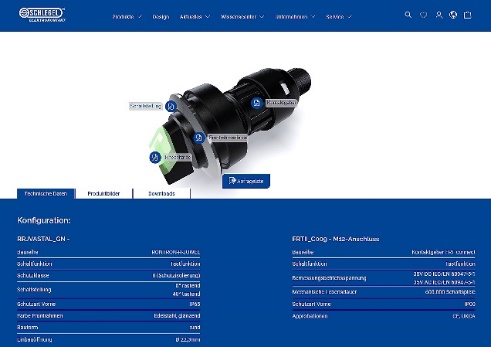
Photo 3: 2024-05\_PR-Relaunch3

Caption:

Before GEORG SCHLEGEL´s relaunch of the homepage, a year-long planning and developing phase has been conducted. Photo: GEORG SCHLEGEL



Photo 4: 2024-05\_PR-Relaunch4



Caption 4:

The core of the new SCHLEGEL website is the product configurator with 3D graphics which can be turned by 360° and viewed from all sides. Photo: GEORG SCHLEGEL

Contact details:

Georg Schlegel GmbH & Co. KG

Wolfgang Zoll

Kapellenweg 4

88525 Duermentingen

Phone +49 (7371) 502-0

Fax +49 (7371) 502 49

www.schlegel.biz

vertrieb@schlegel.biz

Media contact:

Georg Schlegel GmbH & Co. KG

Bruno Jungwirth

Kapellenweg 4

88525 Duermentingen

Phone +49 (7371) 502-0

Fax +49 (7371) 502 49

www.schlegel.biz

bruno.jungwirth@schlegel.biz

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About Schlegel GmbH & Co. KG

Schlegel stands for innovation, quality and design. Founded in 1945, Schlegel is today a globally operating company with headquarters in Germany, sales offices in Austria, the US, China, and Singapore, and exports to more than 80 countries on all five continents. The core competences: Development and production of control units, pilot lights and terminal blocks. The product portfolio further includes bus systems, enclosures, limit switches, control panels and functional components. When developing new products, Schlegel sets high standards as to the design. More than 100 national and international design awards confirm the company's high level of design expertise, among these prizes are the iF Design Award, the Red Dot Award, the Good Design Award and the German Design Award.