

# BRINGING INDUSTRIES TOGETHER



The way the Commercial Furniture, Material Handling and Kitchen and Bath industries do business is changing. From cubicle walls to kitchen counters to pallet racks, each of these sectors has complex products that are complicated to sell.

Our goal is to continue to grow in each of these industries and eventually show them how they can work together, bridging the gap between these sectors.

## KITCHEN INDUSTRY: KVIK

Historically, the kitchen has been an evolving space within homes, but its purpose stays the same – a place where people gather to prepare and consume food. It’s an important space that people choose to upgrade because they want to, not necessarily because they need to.

Today’s customers want to be part of the design process and to quickly bring their new kitchen to life. As this industry continues to change, one thing is for certain – technologies such as CET Designer give manufacturers the competitive edge to supply their customers with a highly visual and interactive kitchen design experience.



Kvik, a manufacturer of Danish-design kitchens, wardrobes and bathrooms, released its CET Designer Extension, Kreator, in 2017. Today, more than 750 Kvik sales and back-office staff use the Extension. Kvik sales director South Peter Verplancke manages the development and implementation of the Extension. We interviewed Peter to learn how the Extension, and CET Designer, helps Kvik stand out in the Kitchen industry.

### What trends do you see impacting the Kitchen industry?

**Verplancke:** Our customers expect us to be available 24/7, and more and more customers want to be involved in the design process as a result of seeking inspiration on the internet. Thanks to technology, the customer journey has become increasingly flexible with a combination of online browsing, store visits, virtual meetings and in-home meetings. As a manufacturer, we need to adapt to these trends and this journey in order to stay ahead of our competitors.

### How has your CET Designer Extension kept Kvik competitive in an evolving industry?

**Verplancke:** Buying a kitchen is a very involving project for the end customer. It’s not an everyday purchase, and the result impacts people’s lives for a long time. With our Extension, we can have professional interaction with our customers in which we can draw up a kitchen, bath or wardrobe solution – quickly, efficiently and with minimum errors – right in front of their eyes. That drawing provides our customer with detailed and accurate pricing and allows them to visualize their new space.

### What challenges has CET Designer helped you overcome?

**Verplancke:** Our customers are very visual, so the software helps us satisfy the need to provide professional and accurate drawings of their space. Since our Extension handles the technical complexity of products, like cabinets and worktops, there are fewer mistakes. This helps us to keep our customers satisfied.

### What results have you seen since introducing CET Designer into your organization?

**Verplancke:** With our Extension handling the product complexity, less product knowledge is needed to get started selling our product. This means new sales staff can get up and running faster than ever before. Also, with Kreator we can draw much faster and design live with the customer – quickly providing many alternatives to bring their kitchen, bath or wardrobe to life.

**KVIK OFFERS MORE THAN 30,000 PRODUCTS IN ITS EXTENSION.**