

Hudevad Radiator Design wins hospital contracts with digitalisation

Hudevad Radiator Design (formerly Ribe Jernindustri) wanted to increase its tender participations and streamline its sales effort when it came to recruiting consultants in hope of winning more hospital contracts.

Hudevad Radiator Design produces high quality radiators that stand out due to their high-level functionality and quality craftsmanship and design.

Difficult to maintain products in building projects

Even though Hudevad Radiator Design's products were chosen in the design phase, this didn't always result in guaranteed sales during completion of the building project.

Working with 3dbyggeri danmark, Hudevad Radiator Design discovered that one of the reasons for this drop-off was that many contractors are keen to replace the chosen radiator with cheaper products that also fulfil the tender requirements.

The unique product features for the company's radiators simply weren't being sufficiently highlighted. Hudevad Radiator Design wanted a digital solution to improve the way its products were described and emphasise their unique qualities.

Increased use of digitalisation was the solution

3dbyggeri danmark prepared an analysis of the challenges and opportunities related to product

positioning, market potential and development opportunities.

- Existing 2D material was adjusted
- Tender specification texts were optimised for public tenders
- BIM objects were developed for Revit, the architects' preferred BIM software.

At first digitalisation was tested on high-end products, and when this proved successful, the rest of the product lines were added.

Today the digital material can be downloaded from the Hudevad Radiator Design's company website, which has made the design and planning phase significantly easier for consultants and has increased the likelihood that its radiators are chosen in the initial design phases and kept in the building project through to completion.

Output

Since they became digitalised, Hudevad Radiator Design's radiators have been chosen for several hospital projects, which was one of the criteria for success in this digital venture.

If you want to know how you can improve the likelihood of having your products maintained in building projects through to completion, contact us at

(+45) 88 80 73 80

info@3dbyggeri.com