

Pressalit launched new product line in Europe

By working with 3dbyggeri danmark, Pressalit gained a competitive advantage when it comes to large scale building projects in Denmark and the rest of Europe.

Pressalit produce toilet seats and bathroom solutions for people with reduced mobility. The company stands out by creating products that compensate for the users' physical limitations and reduced function in an optimal way.

Digitalisation was a short cut to consultants

Consultants (architects and construction engineers) are some of the most influential decision-makers when it comes to choosing building materials so this group was targeted and it was agreed that digitalisation was the best way to access this group.

Expectations for the new product line were high and sales management at Pressalit wanted to ensure that it was put forward for some upcoming major hospital projects and other large scale building contracts in Denmark and Europe.

3dbyggeri danmark won the contract

The digitalisation job for Pressalit Care was put out to tender and 3dbyggeri danmark won the contract by offering the best quality at the lowest cost.

3dbyggeri danmark's deliverables

- BIM objects that are used in Pressalit's online products catalogue today
- Optimisation of the design representation of the products without adding unnecessary data load, making the BIM objects attractive to architects in particular

The product line was chosen by consultants

The digital material received very positive responses from consultants, which led to digitalisation of the rest of Pressalit's product range.

If you want to know more about how you can obtain competitive advantage in an international market, then contact us at

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