

VELUX became the architect's choice and gained market share

As one of the leading skylight manufacturers in the global market, VELUX A/S uses digitalisation as a strategic tool. Digitalisation gives VELUX a marketing channel that reaches the right decision-makers.

The product line 'VELUX Modular Skylights' was a great venture and needed to be launched globally. To win market share in a very competitive section of the window industry, it was crucial to VELUX to have the new product line reach architects in an very effective way, since architects are among the most influential decision-makers in a building process.

Wanted: efficient product launch

VELUX products stand out from the competition in several areas and therefore it was essential to emphasise these unique features. 3dbyggeri succeeded in developing digital products files in a cost-efficient way that highlights and specifies why 'VELUX Modular Skylights' are the best product in the market and consequently the product that the consultants should be using for their design.

3dbyggeri danmark made sure that development of digital material for the new product line met the needs of architects and supported their digital working methods. This made 'VELUX Modular Skylights' becoming a sales hit much more probable.

Services developed

- BIM objects for multiple types of software
- 2D product and detail drawings
- Descriptions and tender specification texts
- User manuals and tutorial videos

Digitalisation supports the brand

VELUX has a goal to ensure that the quality of its products and the digital material support each other in the best possible way. That is why 3dbyggeri danmark and VELUX work together continuously to optimise and update digital objects in line with VELUX's product development and feedback from users.

Outcome

Architects use the digital product versions of 'VELUX Modular Skylights' to a much higher degree than initially expected. As a consequence the digital material is now being translated so that architects all over the world can use the VELUX standards for their design.

If you want to know more about how we made VELUX the preferred brand among architects, then contact us at

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