



ROTPUNKT KÜCHEN INTRODUCES NEW DIGITAL SOLUTIONS INFORMATION AND INSPIRATION

With new digital services, Rotpunkt Küchen is delivering added benefits for retailers and consumers.

Since the 2023 in-house exhibition, a knowledge database has enhanced web-based communication with retail partners. Answers to frequently asked questions on products and installation, along with further materials, are available on the redesigned Rotpunkt website. A web shop will be added to this database as the next step. "It will be a purely B-2-B solution for our retail partners", emphasises Sven Herden, General Manager of Marketing and Sales at Rotpunkt Küchen. Consumers cannot place orders directly via this channel. One goal of the new services is to make availability and shipping of installation accessories even easier.

Advantages for private kitchen customers

At the same time as it advances communication with specialist retailers, Rotpunkt Küchen is improving communication with consumers. The company's restructured website was designed to focus more on the informational needs and concerns of kitchen users. Available services are aligned around needs and benefits, and display solutions and ideas for different living situations, in addition to possible designs and styles that can be created with Rotpunkt Küchen. "Someone whose family includes young children needs different cabinet front materials and features than a single person who wants to serve their friends on the weekends in a stylish space" says Sven Herden, focusing on the individual strengths and sensibilities of the different cabinet front and worktop materials. In light of this, the new Rotpunkt website is designed to not only provide information on the company and its products, but also address users with practical examples. At the same time, it demonstrates what makes Rotpunkt Küchen so unique. Some areas of the retailer knowledge database are also accessible to private kitchen customers. This means they can benefit from newly added content as well as they search for information and inspiration.

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