



PRESS RELEASE

Kermi is an expert partner when it comes to digitisation

From manufacturing, to service, to the product – digital for the customer

Buzzwords such as “Digitisation”, “BIM”, and “Industry 4.0” are increasingly shaping the work of the construction industry and skilled trades. The thermal comfort specialist Kermi is among those at the forefront in this area, making use of technical progress to continuously optimise their own processes and to offer their customers numerous digital solutions.

From production to the product

In the past year, Kermi has been able to continue to expand, digitise, and optimise their processes and production: State-of-the-art production facilities and improvements in transport and packaging allow more cost-effective and even more efficient working methods. With service and sales activities as well as product data management, the focus was also on digitisation, to ensure an optimal customer journey in the pre and aftersales area.

But at Kermi, not only processes and manufacturing are digital – the thermal climate specialist also offers digital solutions in the shape of their products for an intelligent home and are continuously investing in product innovations. Whether with demand-driven control technology of every individual component or with a complete [Smart Home solution](#): The components of the [Systems x-optimised](#) allow energy-efficient and intelligent control and networking for the areas heating, cooling, and ventilating – with intuitive operation using touch displays or even when out and about using an Internet browser.

Digital for customers – comprehensive range of services on offer

To provide optimal service, Kermi supports their specialist partners with high quality data material and more than 50 [IT tools](#) with effective and process-optimised planning. Here, implementation of the BIM strategy also plays an important role. For many years now, the company has been participating in the BDH project “VDI 3805 Web applications”, which can be used to generate BIM data.

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At the [Kermi Website](#) thermal comfort, customers can expect to find a wide range of digital products on offer – in particular with registered specialist partner access. Brochures, image data, technical manuals, and installation instructions which are available to download, making them always available, make every day business easier. For end customers, a search for a specialist partner and showrooms, as well as an online shop for spare parts provide quick assistance. Integrated information buttons explain the most important terminology on the website. To make everything even clearer, practical video content is currently being comprehensively expanded – both on the level of explanatory [Product videos](#) as well as for special installation and commissioning tips.

Communication on all channels

In addition to their website, Kermi uses various social media channels to offer a range of useful and interesting information on all aspects of relevant thermal comfort topics in a short format. Regardless of whether [Facebook](#), [YouTube](#), [Instagram](#), [Pinterest](#), or [Twitter](#) – depending on the topic and interests, you have the option to interact here as well. After brief specialist partner registration, if you like, the most important news from the company can be delivered directly into your digital postbox in the shape of our own customer newsletter. Especially for inspiration and end customer consultation, there are numerous tips, interviews, and topical series on the [Kermi Blog](#).

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