



Virtual Showrooms
July 2021
Final

Hörmann Partner Standard – taking showrooms to a new dimension

Hörmann's Partner Standard scheme continues to set the pace for innovation and creativity by offering its Partner Standard dealers the opportunity of a 3D virtual showroom tour to be featured on their Dealer Finder profile page, absolutely free. Using the latest in image capture technology, the virtual tour is designed to allow customers to step into a showroom from wherever they are, 24/7. It provides an immersive experience not possible with photos and videos.

The virtual tour is created using a sequence of panoramic images that are 'stitched' together to form a 360° view of a showroom. The tour will feature detailed floor plans that give a bird's eye view, together with an automatically generated guided tour through the showroom. Viewers will also be able to interact with the experience through 'hotspots' giving specific product information.

The Hörmann team will visit Dealer showrooms to film and capture all of the Hörmann products on show. The finalised tour will then be uploaded onto the dealer's profile page featured on the Dealer Finder section of the Hörmann website. Partner Standard dealers can easily access this new initiative by talking to their Area Sales Manager, with dealers who do not have their own showroom having access to a Hörmann showroom virtual tour.

David O'Mara, Marketing Manager at Hörmann UK comments, "The Partner Standard is an important initiative and since the launch, we have seen real results in terms of increased enquiries and sales generated. However, it is important to keep it fresh and relevant to the market in which our Partners are operating, hence the introduction of virtual showrooms.

Research continues to show that a large number of consumers go online prior to making a purchase to research products and services locally, so a virtual showroom is an excellent

way of engaging with customers like never before. This is an exciting development and puts Hörmann and its Partners at the forefront of technology and allows our Dealers to stand out from the competition.”

To find out more about Hörmann please visit [Dealer finder | Find your nearest Hörmann Dealer \(hormann.co.uk\)](#) or call 01530 516868

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