

Press release

31 May 2021

HAEBERLE paves the way towards digital communication with its new Cart Design Center

Stuttgart – HAEBERLE, developer and manufacturer of innovative cart systems for medical and industrial applications, opened the new HAEBERLE Cart Design Center at its headquarters in Stuttgart. On the interactive digital platform, the company is presenting its products and services. It represents the first contact in the industry for product development and product design of innovative equipment cart systems. From any location, interested parties can learn more about the company's decades of experience in medical applications and integration of applications into equipment cart systems. The new HAEBERLE Cart Design Center creates a space for interactive and informative exchange with customers – from the first sketch all the way to the prototype. At the HAEBERLE Cart Design Center, customers have an opportunity to meet with experts online for the development and design of future-proof cart systems.

The increasing volume of information, modern digital technologies and, not least, the Corona pandemic have greatly changed the way we work together. This also includes concepts for digital trade fairs and digital showrooms. HAEBERLE wanted to go a big step further in this respect and bring the personal component to the fore. After all, the physical presence of customers is helpful in product development, but often difficult to realize due to long travel distances. On the other hand, carts cannot simply be sent to the customer for acceptance. The goal was therefore: to talk "face-to-face" with customers about projects again, using modern ways of visualization and interaction. This idea very quickly developed into the concept of the HAEBERLE Cart Design Center.

"Digital marketing and sales concepts are becoming increasingly important to reach our customers in the specialty and mail-order trade, as well as in the medical device industry," explains Armin Smajilovic, Marketing/Sales Manager and authorised signatory at HAEBERLE. "The Cart Design Center facilitates more flexibility and changes the marketing and sales process at HAEBERLE,"

The versatile trolley systems for wide-ranging medical applications are in use all around the world today. With a comprehensive standard program, some 28,000 different solutions can be configured. The company has already developed customised solutions for countless renowned companies. From now on, the HAEBERLE Cart Design Center opens up yet another opportunity to tailor cart systems to customers' high-quality medical products.

The high standards of HAEBERLE solutions in terms of functional and visual design are a determining factor for success that is evident in many of HAEBERLE's product lines. Customer requirements are brought to the forefront at the HAEBERLE Cart Design Center, and HAEBERLE's product solutions meet the respective customer requirements perfectly – both in terms of function and design.

"Our core expertise lies in the collaborative development of applications with medical users and the industry," explains Bernd Hofacker, Managing Director at HAEBERLE. "We look forward to impressing our customers with our high design standards and maximum product diversity at the HAEBERLE Cart Design Center."

For more information on the HAEBERLE Cart Design Center, please visit <https://carts.haeberle-med.de/en>

About HAEBERLE

For almost 90 years, HAEBERLE has been an innovative partner for individual trolley systems. Our versatile cart systems for various medical applications are now in use all over the world. With our wide range of standard products, around 28,000 different solutions can be configured, including equipment trolleys, rounds trolleys and ward trolleys, complemented by a full range of accessories.

In order to adapt our cart systems to our customer's high-quality medical products, we have already developed individual solutions for countless renowned companies. In both function and design, they are precisely adapted to the respective requirements. We also set the highest quality standards in production. Our company is, of course, certified according to DIN EN ISO 13485:2016.

For further information, please contact:

Nicole Stark

Marketing & Communication

Telephone +49 (0)711 / 78314-17

E-Mail stark@haeberle-med.de

Internet www.haeberle-med.de