

With the "nextgenstore", Hennecke is launching the world's first online configurator for standardised polyurethane metering machines

Online retail has long been the standard for countless consumer products. In the area of capital goods, too, fast and global accessibility and the ability to check availability and delivery times is an invaluable competitive advantage. However, digital sales channels are rare for complex machine systems with customized equipment. Especially when it comes to customizing the desired product. With the launch of the world's first online configurator for polyurethane metering machines, Hennecke is now the first provider of first-class polyurethane processing technology to take a decisive step: customers can configure the desired machine system with just a few clicks, view it in their own workshop using augmented reality (AR) and then easily request a binding quote.

Under the name #nextgenstore, Hennecke is launching the world's first configuration platform for metering machines, which is now available at www.hennecke.com/configurator. The name of the innovative B2B configurator says it all: Users can quickly and effectively configure their preferred NEXT GEN machine variant including additional options, save it and send an enquiry directly to the Hennecke sales experts to receive a binding offer. An individual configuration code makes it possible to call up the desired configuration at any time - both for the customer and for the sales team - and is extremely easy to use. The system saves the progress automatically. Hennecke can therefore do so without time-consuming registration. "We made a conscious decision to realize access to the platform without registration. We want to give all customers and partners worldwide the opportunity to familiarize themselves with our metering machines and their numerous features and pricing in an uncomplicated way. This also includes the option of using AR on a smartphone or tablet to place the configured system directly in your own

production facility, true to scale," says Torsten Spiller, Director Marketing & Communication.

The launch of the configurator for the NEXT-GEN series ECOPLUS MK2 is just the first step for Hennecke. Over the next few months, the new HIGHLINE MK2 and TOPLINE MK2 metering machine series will be added to the configurator, thus mapping all standard configurations of the Hennecke metering machine portfolio. The platform is intended to significantly simplify the selection and ordering process and at the same time offer customers the opportunity to digitalise the entire procurement process. In addition, the polyurethane specialists want to add further functionalities to the platform in the future, which will also support interested parties in configuring the optimal machine platform with the help of artificial intelligence (AI) and logically structured queries: "Internally, we are already providing professional sales support worldwide with extensive databases and the use of AI," says Jens Winiarz, Senior Director Sales Metering & Composites. "Our comprehensive MSE sales tool has already been in use for some time and ensures that the right machine with the right mixhead and the right high-pressure nozzles can be identified quickly and easily when advising customers. Of course, we will gradually incorporate this expertise into our new configuration platform," continues Winiarz. The MSE tool (Machine Selection Engine) uses component and raw material data to select a machine system with all the necessary functions and equipment details. This expertise will also be incorporated into the #nextgenstore in future. As early as 2024, it will be possible to select a suitable machine system quickly and efficiently based solely on the desired end product and its specifications.

However, with the configuration platform for the ECOPLUS MK2 series, Hennecke is already taking a big step into a new age of digitalization in the sale of standardized metering machines. The long-established company invites customers and partners to take part in this exciting journey and experience the added value of the new B2B platform for standardized PU metering machines in person.

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