



PRESSRELEASE

WIKUS launches virtual 3D showroom for sawing tools

WIKUS-Sägenfabrik Wilhelm H. Kullmann GmbH & Co. KG once again emerges as an innovation leader and is the world's first band saw blade manufacturer to offer a virtual showroom where customers can experience band saw blades and circular saw blades online in 3D.

Spangenberg, 3. March 2022: – Customers and business partners will soon be able to discover the product highlights of Europe's largest band saw blade manufacturer in a unique digital world of experience: WIKUS is now providing an application with which the sawing tools can be experienced interactively in a virtual [3D showroom](#). WIKUS is thus once again positioning itself not only as the world market leader in metal sawing with "Made in Germany" quality but also as a pioneer in the development of digital services with added value for customers. A prototype of the innovative platform was presented at EMO MILANO 2021, and the new enhanced version is now available to all customers.

Welcome to the digital world of products

The virtual WIKUS showroom can be started conveniently via Internet browser and used remotely with a tablet or on a desktop computer. An intuitively controllable 360° animation provides access to the 3D showroom with its characteristic production environment. At the various info points, the WIKUS sawing tools are visualized as 3D models. It is also possible to see their technical features and advantages. During the animation, a great deal of emphasis was placed on the precise and detailed representation of the products in order to highlight the special features of the technological structure of the high-tech sawing tools. The possibility of requesting a quotation directly from the application was also integrated: WIKUS thus offers an extremely fast and user-oriented way of selecting sawing tools in an application-oriented manner and requesting the desired solution from the manufacturer directly from within the application.

A product experience for customer needs

The new product experience thus meets the growing need of customers and partners to be able to obtain detailed information about the technical features of the products via the Internet – regardless of location. “The new virtual showroom offers huge advantages in this respect because our customers can get a picture of our products at literally any time and discover their advantages and technical features says Elke Sachs, Head of Marketing at WIKUS, and adds: “In just a few clicks, you enter a unique virtual world. In it, the highlights of our saw solutions can be discovered online in an unparalleled depth of detail that classic product illustrations cannot provide.”

3D showroom also for training purposes

The 3D showroom is also used for training and further education purposes as part of the [WIkademy®](#) offers of the WIKUS training center. With the help of the virtual world, participants can explain the appropriate sawing tools for their applications remotely and in detail.

For more information about the new 3D showroom and to book a personal tour, please visit the [WIKUS website](#).

Stay well informed by subscribing to the [WIKUS newsletter](#), or follow us on [LinkedIn](#) and [YouTube](#).

The advantages of the new virtual 3D showroom at a glance:

- 3D models of WIKUS sawing tools in great detail
- Comprehensive overview of the WIKUS product range
- Information on the technical structure of WIKUS products
- Information on applications of the WIKUS sawing solutions
- Advantages and technical features of the sawing tools
- Request for quotation directly from the application

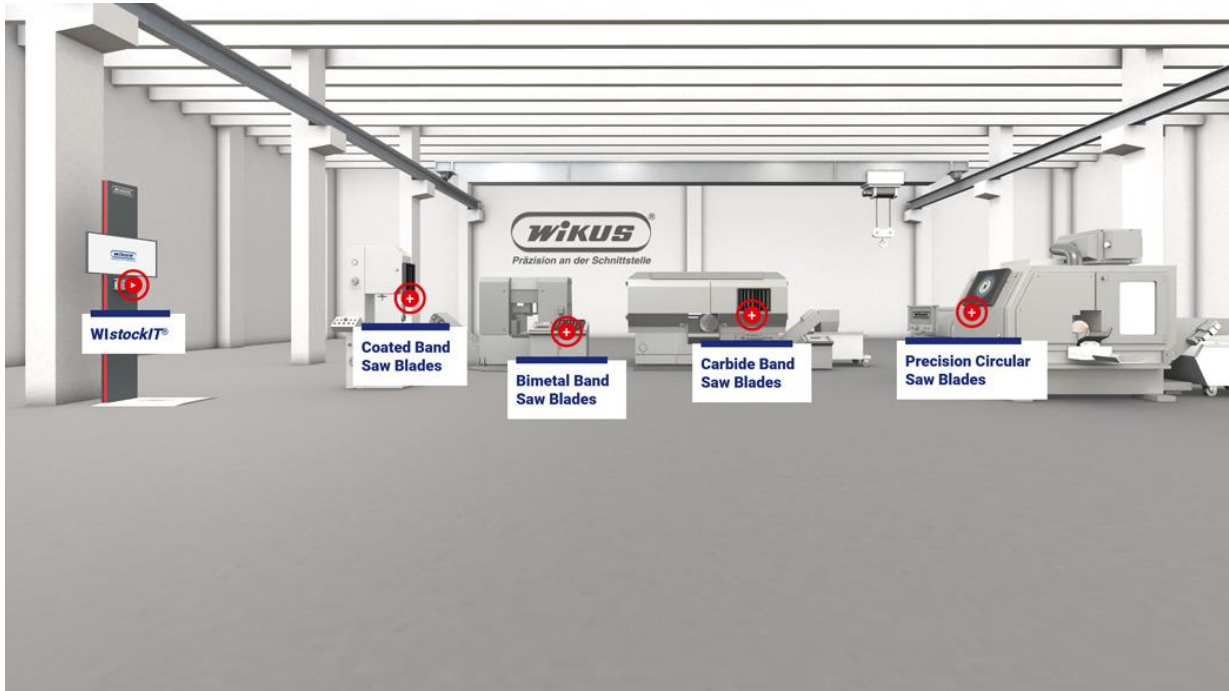


Figure 1: The 3D showroom of WIKUS makes it possible to experience products from Europe's largest band saw blade manufacturer virtually and conveniently via an Internet browser. Copyright: WIKUS-Sägenfabrik

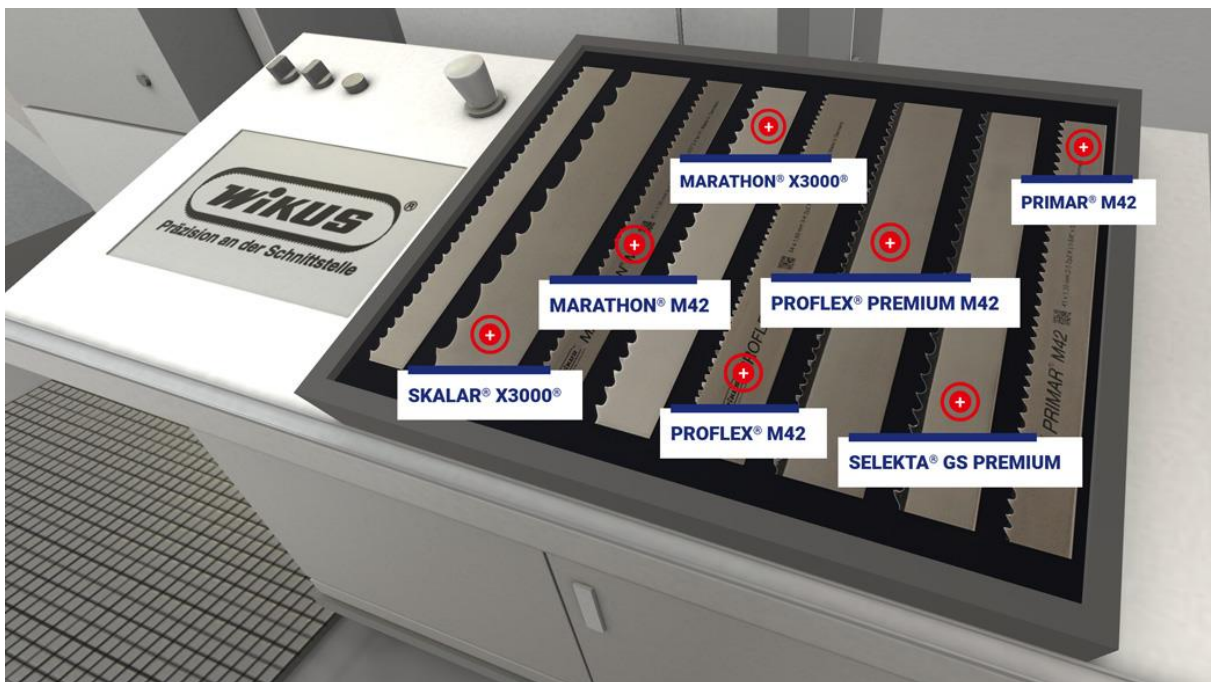
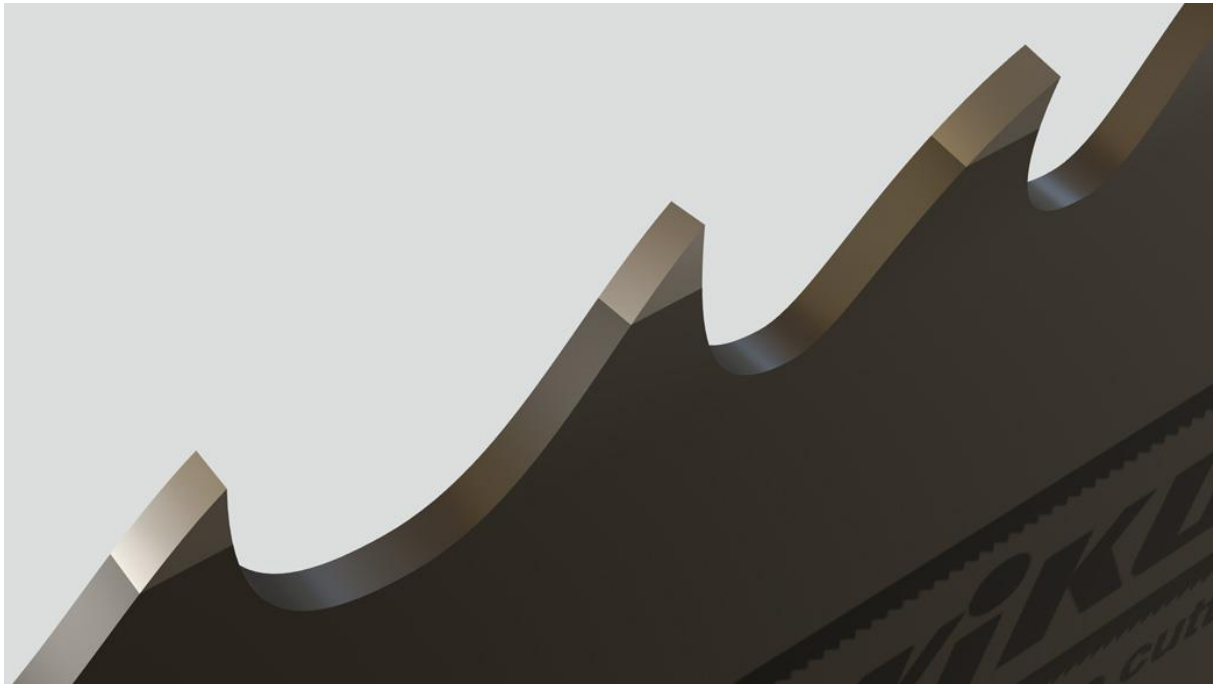


Figure 2: The Info points provide an overview of the portfolio and allow the selection of the preferred sawing tools. Copyright: WIKUS-Sägenfabrik



*Figure 3: The presentation of the sawing tools was designed with a focus on a high level of detail in order to make it easier for customers to choose the right solution.
Copyright: WIKUS-Sägenfabrik*

About WIKUS

WIKUS – TOP QUALITY “MADE IN GERMANY”

WIKUS is one of the world market leaders in metal sawing and Europe’s largest band saw blade manufacturers. Customers from steel production/trading, foundries, machine/tool making, aerospace, automotive, construction, energy, and many other industries rely on WIKUS’ highly efficient solutions.

With the best input materials, state-of-the-art production procedures, and ongoing quality controls, the WIKUS-Sägenfabrik from Spangenberg in northern Hesse has been guaranteeing the highest standards in the production of high-tech band saw blades since 1958. At the same time, the family-run company creates considerable product and technology trends in the market thanks to its innovative prowess. In addition to its high-performance product range, WIKUS offers comprehensive service packages tailored to the respective product. Partner companies as well as sales and service companies worldwide offer competent, personal support on site.

WIKUS-Sägenfabrik

*Wilhelm H. Kullmann GmbH & Co. KG
Melsunger Str. 30
34286 Spangenberg
Deutschland*

*Tel.: +49 5663 500 0
Fax: +49 5663 500 57
info@wikus.de
www.wikus.de*

Press contact

*Diana Thiel
Marketing Officer*

*Tel.: +49 5663 500 109
marketing@wikus.de*