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*interzum@home, rather than physical attendance*

### **Vauth-Sagel moves trade fair season to the digital environment**

*Own online platform under development*

**For the first time ever, Vauth-Sagel will participate in this year's interzum, which will be held from 4 to 7 May 2021, with a purely digital trade fair presentation. The storage solution manufacturer's new products and highlights can be experienced on its own platform and also at the interzum@home hosted digitally by Koelnmesse. Vauth-Sagel CEO Claus Sagel believes "that this is an excellent alternative in these pandemic times."**

Vauth-Sagel will not be attending this year's interzum with a physical stand. However, to ensure that its current and potential customers as well as its partners still get the chance to see its new products and highlights and contact Vauth-Sagel, the company has opted for a digital alternative: on its own platform and at the interzum@home, which will be held online in parallel with the trade fair, Vauth-Sagel will be presenting new system solutions for today's and tomorrow's comfortable living environments.

"In the current, challenging situation, we have taken several factors into account," says CEO Claus Sagel about the situation. "On the one hand, we want to enter a dialogue with our customers, of course; the interzum has always been a major opportunity for this. However, the health and safety of our staff, customers and partners is currently our priority. An online presence perfectly meets this requirement. It is also important to us to support the trade fair organisers to make sure that we can all meet again in person at the 2023 interzum."



Vauth-Sagel is currently developing a detailed strategy for the online presence. Beyond a mere presentation, the focus will be on interactive contact with the customers, both on the own platform as



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well as at interzum@home, where Koelnmesse has created numerous touchpoints for personal interaction alongside the product presentation with panels, masterclasses and a virtual café. "Those who are familiar with us know that talking to our customers in person is particularly important to us. One of the major challenges is bound to be transferring this exchange to the digital environment," says Claus Sagel. "After all, that is what trade fairs are all about. And with our 2021/22 online trade fair strategy, we will address these points as much as providing information about our products."

### **VAUTH-SAGEL:**

Vauth-Sagel has stood for contemporary and innovative storage space solutions for over 55 years. The owner-managed family business develops, manufactures and sells system components for the kitchen and furniture industry that are aimed at making people's lives more comfortable. With many years of expertise in working with all of the materials used, 1000 employees manufacture more than 85 million quality products "Made in Germany" every year. "Vauth-Sagel creates high quality system solutions for all living spaces. And for everyone." With this promise, Vauth-Sagel accommodates the needs of its customers around the world with ground-breaking inspirational innovations they can include in their product design and fittings to ensure that they are always the one decisive step ahead.

### **MORE INFORMATION/PRESS CONTACT:**

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### **CAPTION / SHORTCUT:**

To make it possible for customers and partners to still experience the company's new products and highlights this year, Vauth-Sagel will use the interzum@home as a digital alternative to the physical trade fair. In addition, the company will set up its own online platform. For Vauth-Sagel, moving to the digital environment is currently the best way to guarantee the health and safety of its staff and customers – whilst at the same time facilitating a lively exchange.

### **IMAGE OVERVIEW:**



VauthSagel\_Claus\_Sagel