

**Press release from 8 November 2021**

## **Langendorf's three-dimensional relaunch**

*Website overhauls are part and parcel of company progress and development. More than a visual renovation, Langendorf's relaunch is a quantum leap in terms of visual appearance, user-friendliness and three-dimensional experience – at home or on the road. The centrepiece of the new website is the virtual showroom. Starting 15 November, the new digital highlight will be available at [www.langendorf.de](http://www.langendorf.de).*

Langendorf products have an excellent reputation worldwide. The clear focus on durability provides high customer benefit over the entire service life of the products. In order to find the perfect vehicle for their company, many customers want the most comprehensive information in advance, without distractions or time constraints.

To fulfil these needs, Langendorf has created a virtual showroom for its most important product groups: internal loaders, low-loaders and tippers. Prospective customers can view the vehicles through their screen and enjoy a virtual walkthrough at their leisure. The customer can examine the vehicles from all perspectives and obtain in-depth information about Langendorf products by viewing the general overview for an entire series, individual assemblies, or optional equipment and design variants.

The virtual showroom is an industry novelty and an outstanding highlight of the new website. 'Our customers receive high-quality products with long service lives from Waltrop,' says Dr Klaus P. Strautmann, Managing Director of Langendorf GmbH. 'We're now enabling our prospective customers and clients to get to know their semi-trailer in depth, anywhere and anytime, and to take an intensive virtual look at the technical details and options. This means that many details that are important to the customer can be clarified in advance,' Strautmann explains.

'Another advantage is that this leaves more time for our sales specialists to give advice on the many in-depth technical details. Our experience so far shows us that the time windows for customer meetings are increasingly short. If we no longer have to talk about the basics within our customers' tight time frame, because they've already seen the vehicle in the showroom, there's more time for complex technical details or business management questions,' Strautmann states.

The virtual showroom is therefore an integral part of Langendorf's new website, which has been completely relaunched. More pictures, faster information and a high degree of user-friendliness were the relaunch focus. 'Our demand for the revision,' says Dr Strautmann, 'was that it be as simple and clear as possible.' The new, clearer

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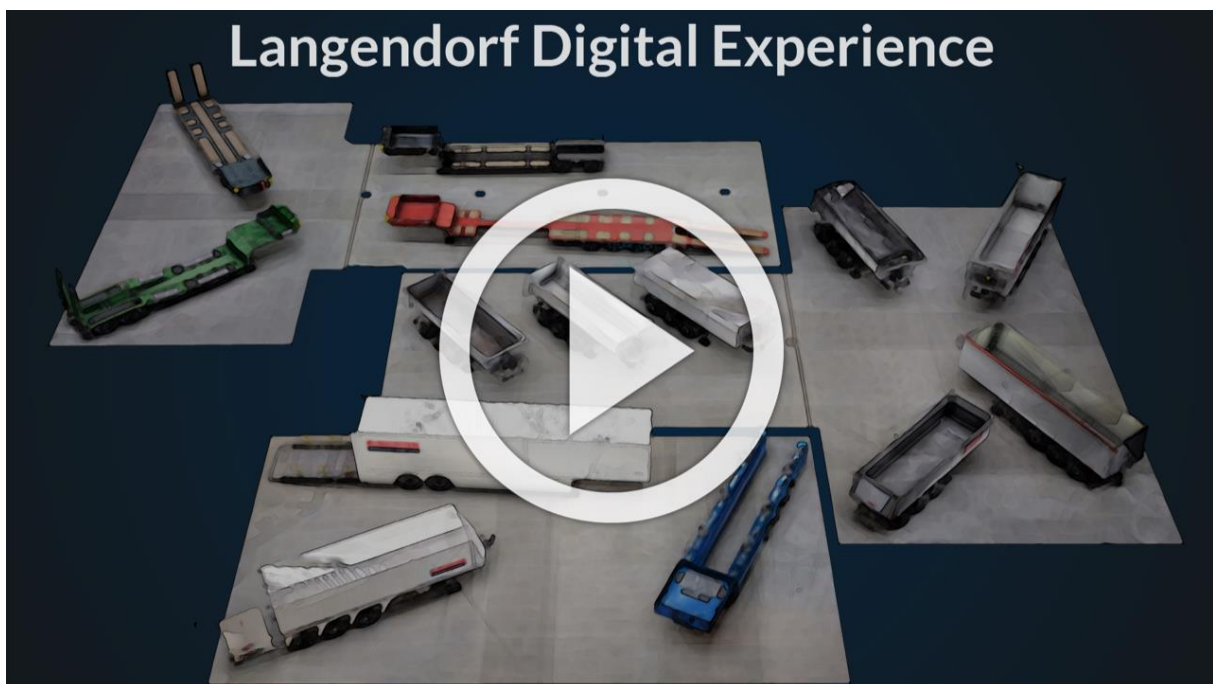
Internet: <http://www.langendorf.de>

product page structure deserves special mention: it enables the visitor to find out about the wide range of products even more quickly.

The website and showroom will be available on 15 November at the same web address, [www.langendorf.de](http://www.langendorf.de).

‘Although we’ve already put a lot of effort into the showroom and the new website, we’re only at the beginning of the development,’ says Strautmann. ‘More languages, more image and film material, and a configurator based on the showroom: all this is being planned and will be introduced in turn. We want to provide our customers with all the technical options to put together ‘their’ Langendorf. But at the same time, we can always guarantee individual and personal advice and support from our sales professionals,’ concludes Dr Strautmann.

**Picture credits (all pictures source: Langendorf GmbH)**



Picture 1: Virtual yet within reach: in the Langendorf showroom, customers and interested parties can view the vehicles in 3-D on their screen and obtain information regarding technology and options anytime and anywhere.

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Langendorf GmbH

Founded in 1889, the company is based in Waltrop (eastern Ruhr region). Around 310 employees produced more than 1,400 vehicles in 2021. The product range includes inloaders for the transport of prefabricated elements made of concrete, bricks or wood and inloaders for flat glass. The fixed product range also includes tipper trailers with steel or aluminium bodies, tipper bodies for motor vehicles and low-loader semi-trailers. In addition, a wide variety of special bodies are designed and manufactured in Waltrop according to customer specifications. Langendorf Service GmbH, which bundles maintenance and repairs, and Langendorf Trading GmbH, in charge of pan-European marketing of used vehicles and rentals, also belong to the company group. Langendorf Polska has been part of the Langendorf Group since July 2021; it manufactures the smart-line series semi-trailers in Wieluń, Poland. Langendorf is certified according to ISO 9001:ff and ensures consistent high quality through extensive testing processes, as well as continuous training and further education of all employees. The complete range is available online 24/7 at [www.langendorf.de](http://www.langendorf.de). Langendorf has been part of the listed Polish Wielton Group since May 2017.

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