

blackbit

digital Commerce



# A2S-Furnishing Systems

Development of a New Pim System, Migration of the Data  
And Relaunch of the Website

# A2S-Furnishing Systems

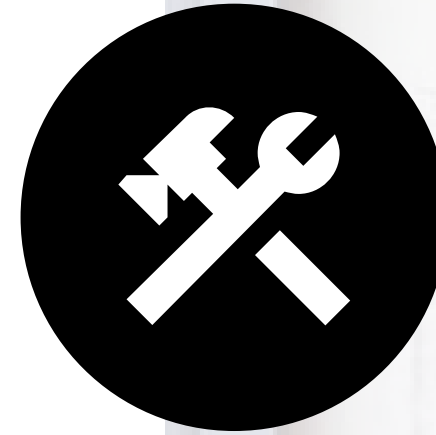


The full-service provider A2S-Furnishing Systems develops high-quality school furniture, technology products and holistically conceived room concepts.

## The Company

The family-run company was founded in 1937 and today produces at four locations, where more than 800 workers implement the visions of the furnishing specialist. From Stockholm, A2S advises customers worldwide and supplies them with purpose-built furnishing modules.

Our collaboration with A2S-Furnishing Systems began with the desire to produce product data sheets more effectively. In the future, these were to be realized in a simple process based on all available information. The prerequisite for this was the establishment of a new product information management system and the migration of existing product data from an aging software.



### Branch

A2S-Furnishing Systems develops high-quality school furniture, technological products as well as holistically conceived room concepts.



### 4 Locations

In addition to the headquarters in Stockholm, A2S-Furnishing Systems has further locations in Loitz, Munich, and Mako (HU).



### 820 Employees

The internationally oriented family business in its third generation has 820 employees.



### 85 Mio. € Sales Volume

In 2019, sales amounted to 85 million euros.

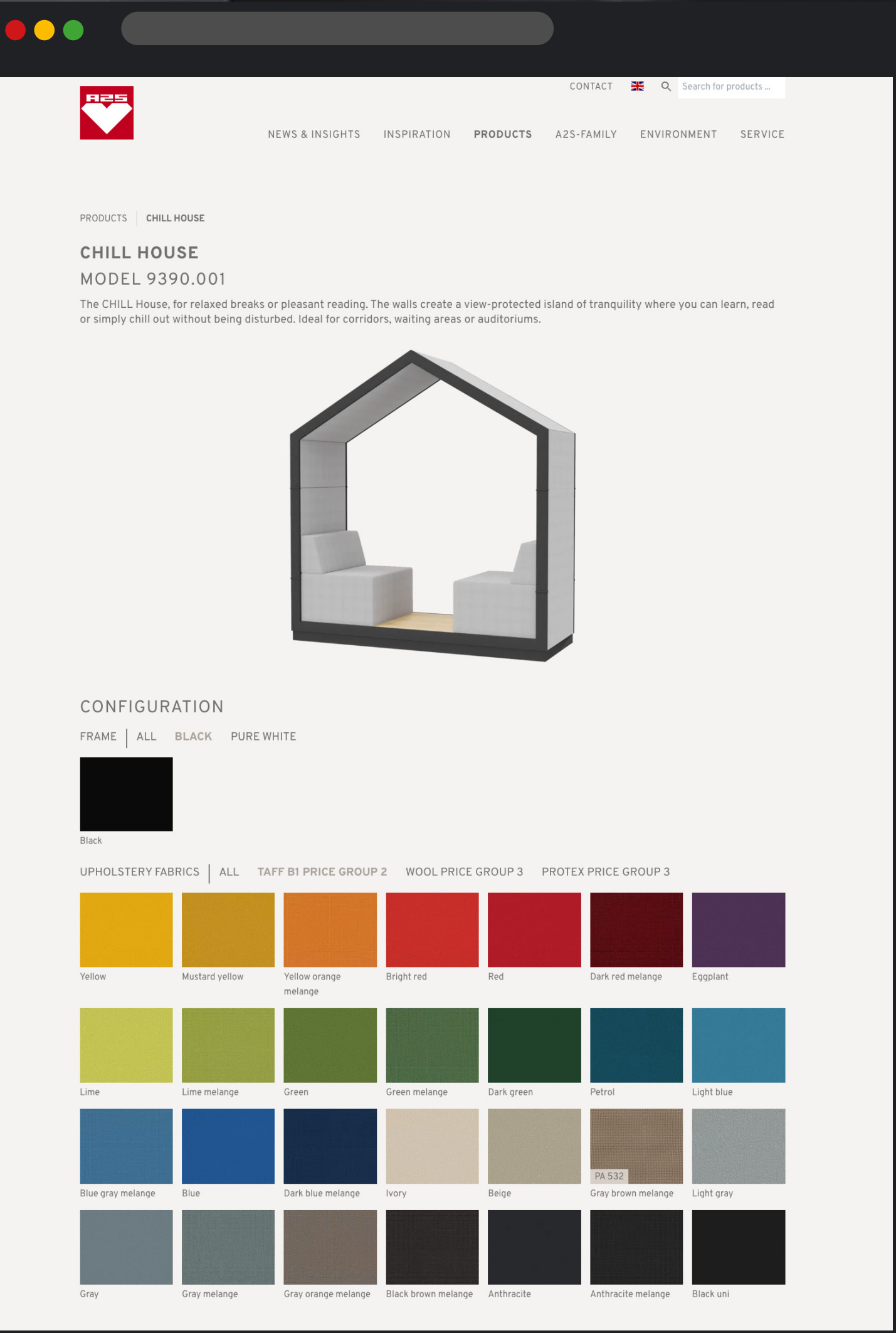


# Growth Opportunities Through Perfect Data Management

As an experienced Pimcore Gold Partner, we developed an ideal data model with the customer in joint workshops. Our solution and the intuitive user interface convinced the customer of Blackbit as a solution provider and Pimcore as a platform, so that the replacement of the existing software, the migration of the product information and the creation of product sheets were ordered first.

After the data migration, additional information from various sources within the company had to be sifted, validated and stored in the new PIM system.

The central storage of validated information is the basis for guaranteeing secure and intuitive applications with low maintenance requirements in the future. Product sheet creation could be fully automated using Pimcore as the PIM system.



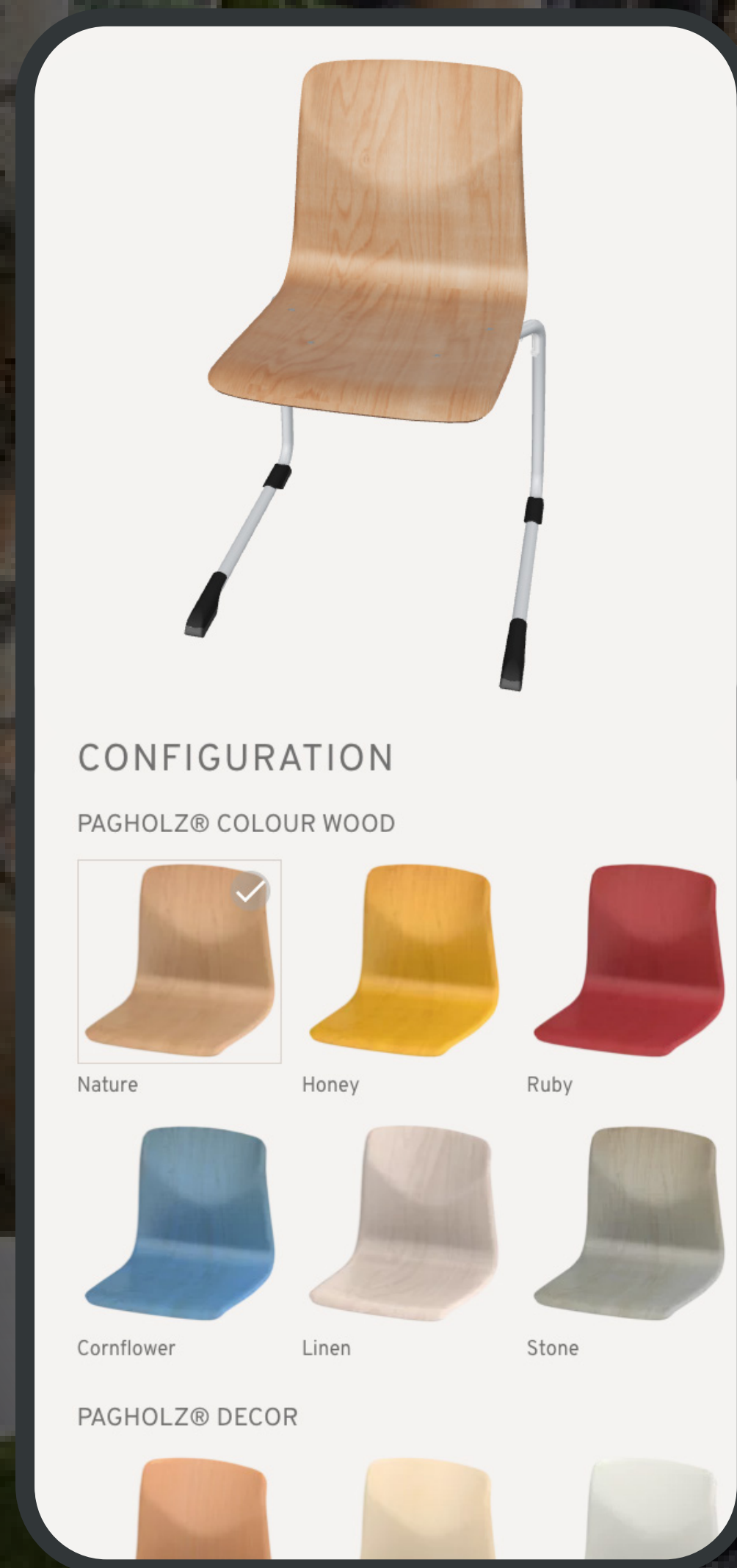


## Holistic Solution Approach Based on Pimcore

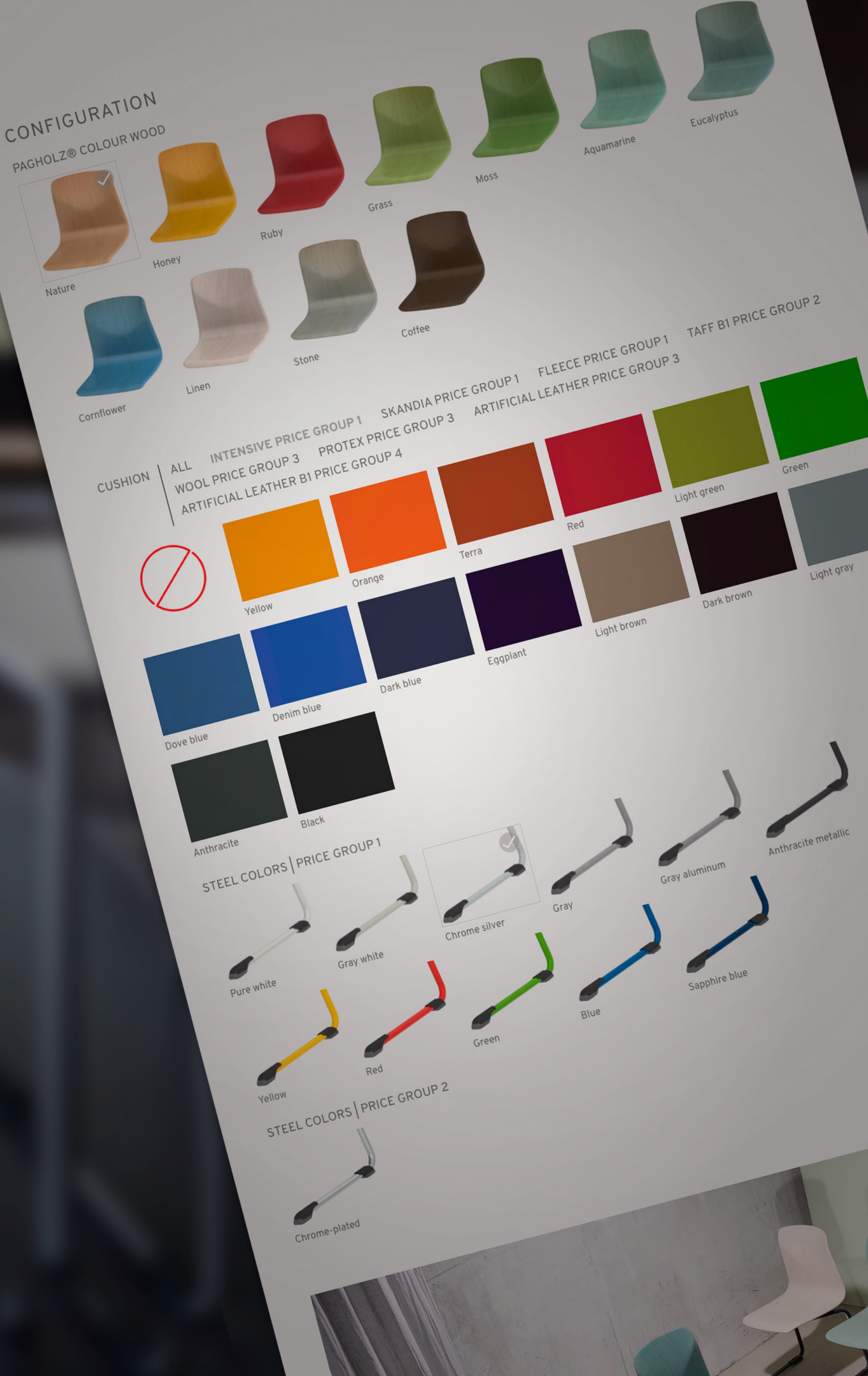
After the positive experience with Pimcore and Blackbit, the relaunch of the website was commissioned: The previous WordPress site had a confusing product structure, refused an adequate mobile playout and was therefore not very attractive for users. Above all, the B2B sales department of A2S-Furnishing Systems expected an increase in turnover and a reduction in distribution costs from optimized product communication.

The holistic solution approach proposed by Blackbit is based on the product information stored in Pimcore. It includes the update of print information, a new web presence and does not forget to communicate A2S's corporate vision.

However, the overall goal was to optimize processes in order to shorten the time-to-market in marketing.







BLACKBIT DIGITAL COMMERCE GMBH – CASE STUDY A2S-FURNISHING SYSTEMS

# Integration of PIM and CMS for Efficient Management of the Large Product Range

In close coordination with the provider, Blackbit developed a user-friendly information structure with a clear interface for the website in a very short time, which makes future editorial work efficient and flexible.

The templates used are modular in structure and require only a small amount of maintenance. They offer both flexibility and freedom of design through the use of blocks, similar to WordPress.

To meet the requirement of managing and updating a large and diverse range of products, the CMS accesses the information stored in the PIM system.

The individual furniture pieces are now linked to various color options, patterns and fabric types, among other things, so that changes can be made to a large number of products in just a few steps. The product range always stays up to date thanks to regular maintenance through the integrated data and asset management. New product images, textures or fabrics can be set up quickly and efficiently and coordinated with the products stored in the backend.

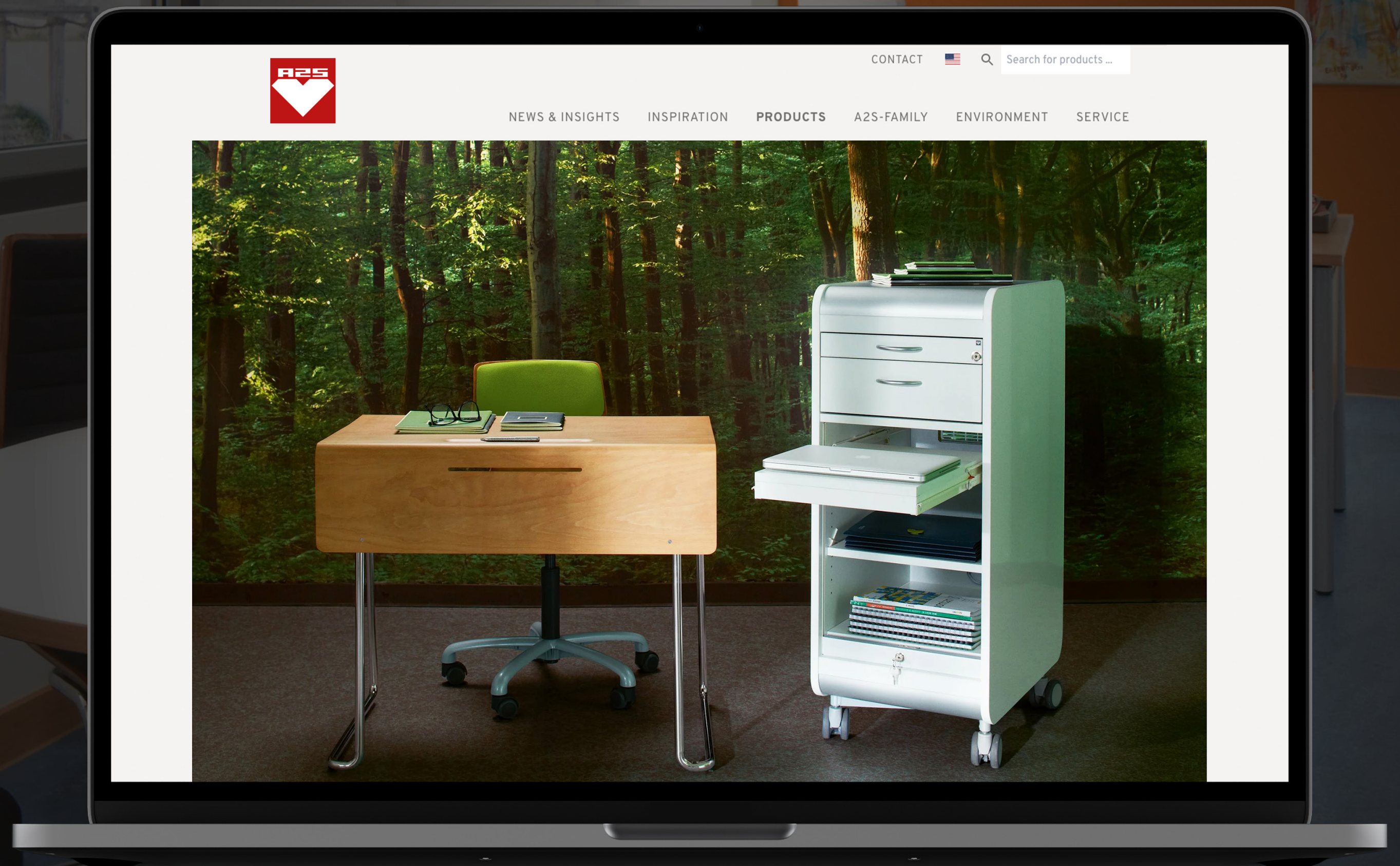
The integration of CMS and product information management system in one platform eliminates additional steps for maintaining product information on the website and in the electronic catalog.



With the release of the changed product data, the product information is automatically updated on each linked page. A solution that suits the A2S marketing team very well.

The wish of the A2S marketing department to make the web presence with the entire range of products easily accessible for users and to communicate the A2S vision in addition to a technically perfect solution was successfully and visually implemented.

Thanks to strong visualizations, visible quality and specific product individuality, the furniture specialist now clearly sets itself apart from its market environment.





# Perfect Product Images: 3D Configurator Including SEO Optimization

For a realistic representation of all furniture details, Blackbit developed the current heart of the homepage: a complex 3D configurator with a 360° view, which displays the entire product range.

With the help of the new tool, it is now possible to digitally view and customize every piece of furniture desired, including all possible combinations of available materials and colors.

From the color of a chair cover to the choice of material for the leg frame, no wishes are left unfulfilled. Even the visualization of the different frame options has been implemented in detail with an adjustment of the gloss level in the data model so that, for example, the representation „chrome-plated“ is realized as true to life as possible.

This quality standard meets the requirements of the A2S sales department and illustrates that good communication and cooperation between all those involved in the project make quality and speed possible to the same extent.





KONFIGURATION

# Heart of The Homepage

The 3D configurator, optimized by Blackbit, shows a smooth performance without affecting the overall performance of the site.



Such a comfortable control element with the same timely fast website Construction guarantees a shopping experience for all customers.

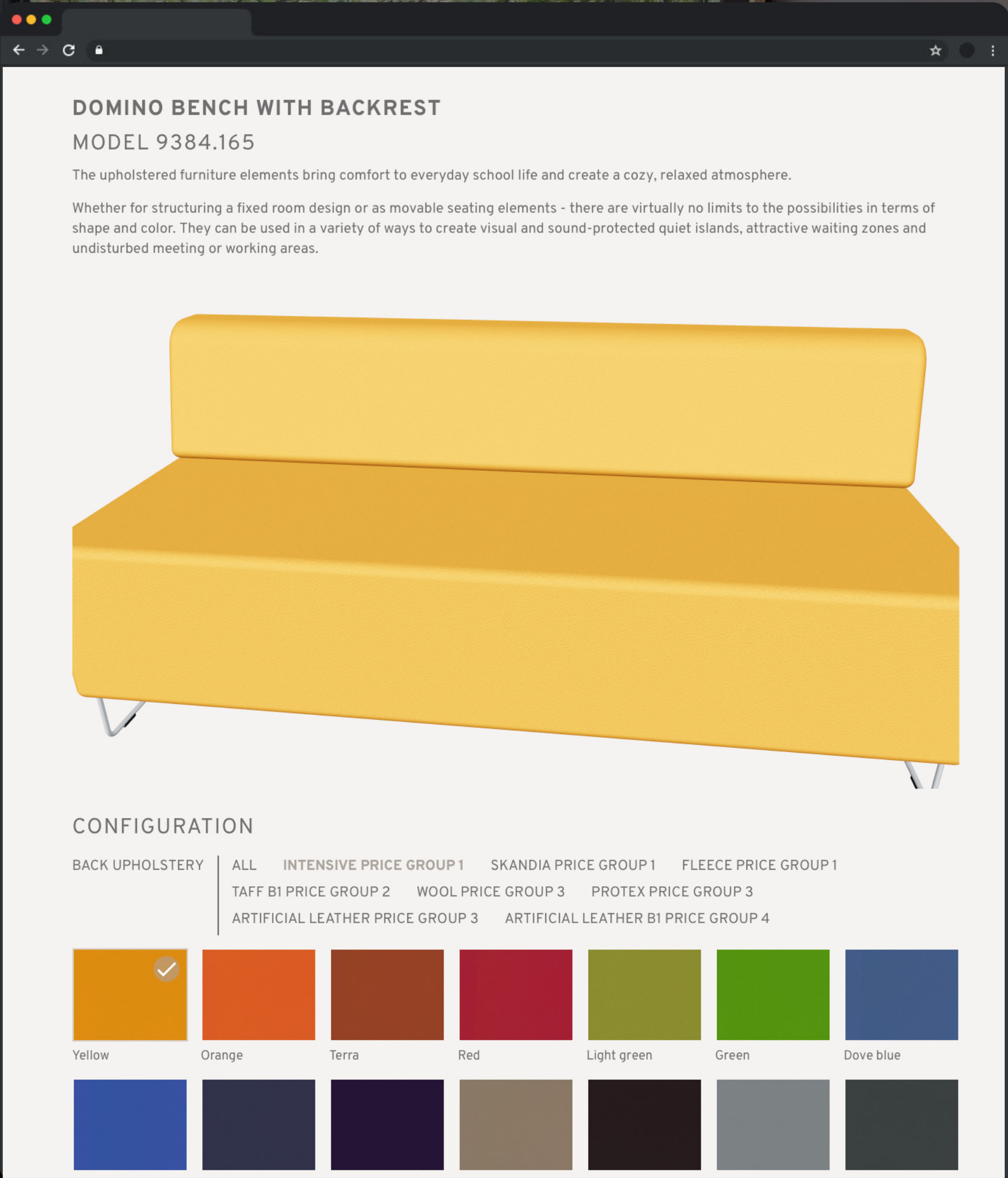


# Convenient Shopping and Inspiration Experience Through Clear Selection Options

When putting together an individual piece of furniture, the different price categories have to be taken into account. As an e-commerce specialist, Blackbit designed the stored data model in such a way that there are always clear selection options for customers and the user experience is not disturbed by the fact that a pre-selection in the following step does not lead to any result.

In order for the heart of the homepage to be attractive to users and the selection of product combinations to be clear, two conditions had to be met:

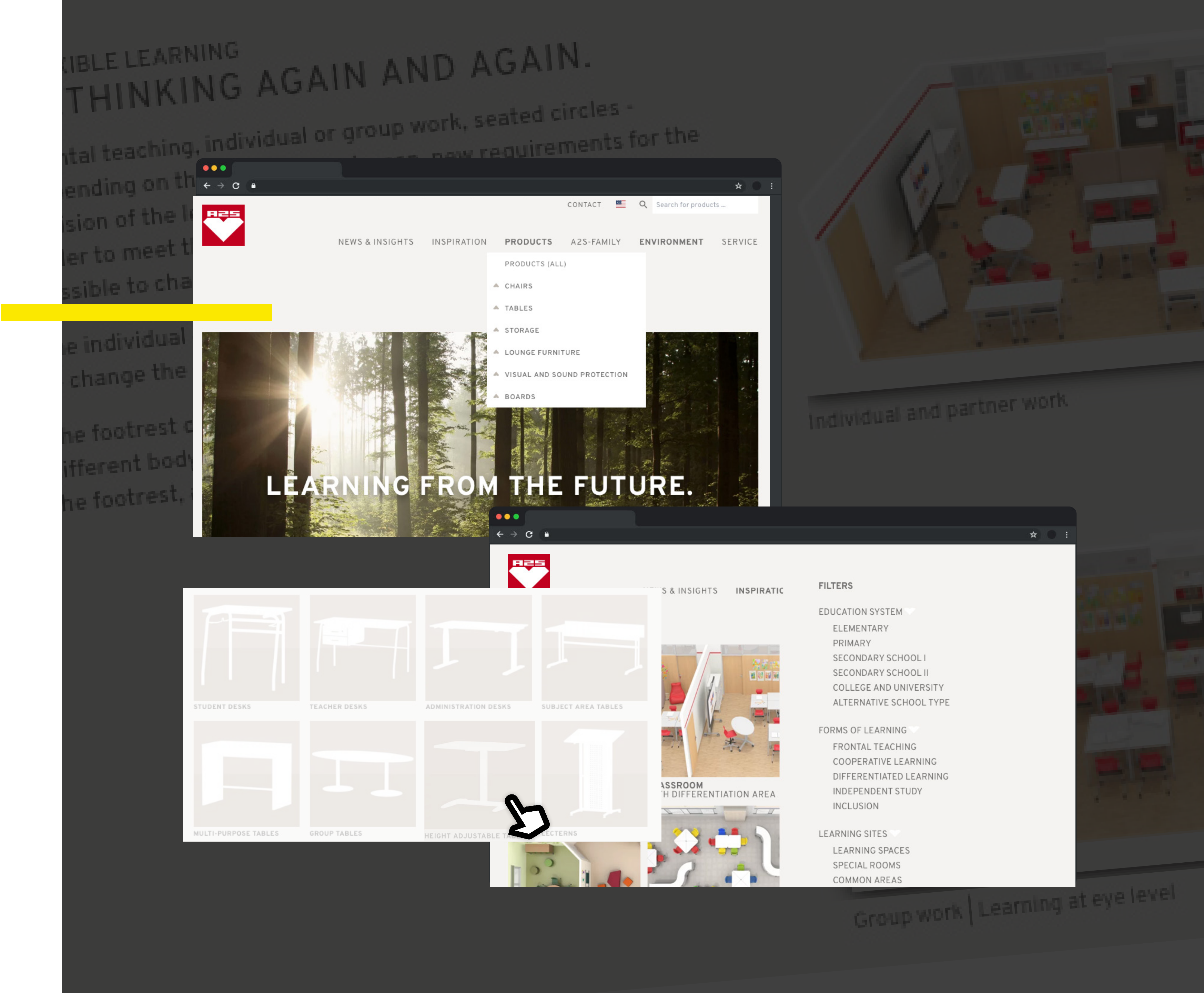
Instead of the classic rendering process, a GLB file with a small data size now serves as the basis of the 3D configurator in order to create a fluid motion sequence and thus a comfortable operating element. The „lazy loading“ method was the first choice to guarantee a smooth performance of the configurator and a fast website build. The overall performance of the site accordingly shows good results in the Google Lighthouse test and supports a pleasant shopping and inspiration experience for customers of A2S-Furnishing Systems.





For better SEO visibility, a mega menu was omitted and a user-friendly menu was designed that leads to the most important information with just a few clicks.

Clear user guidance and weighted PageRank distribution go hand in hand in this way.

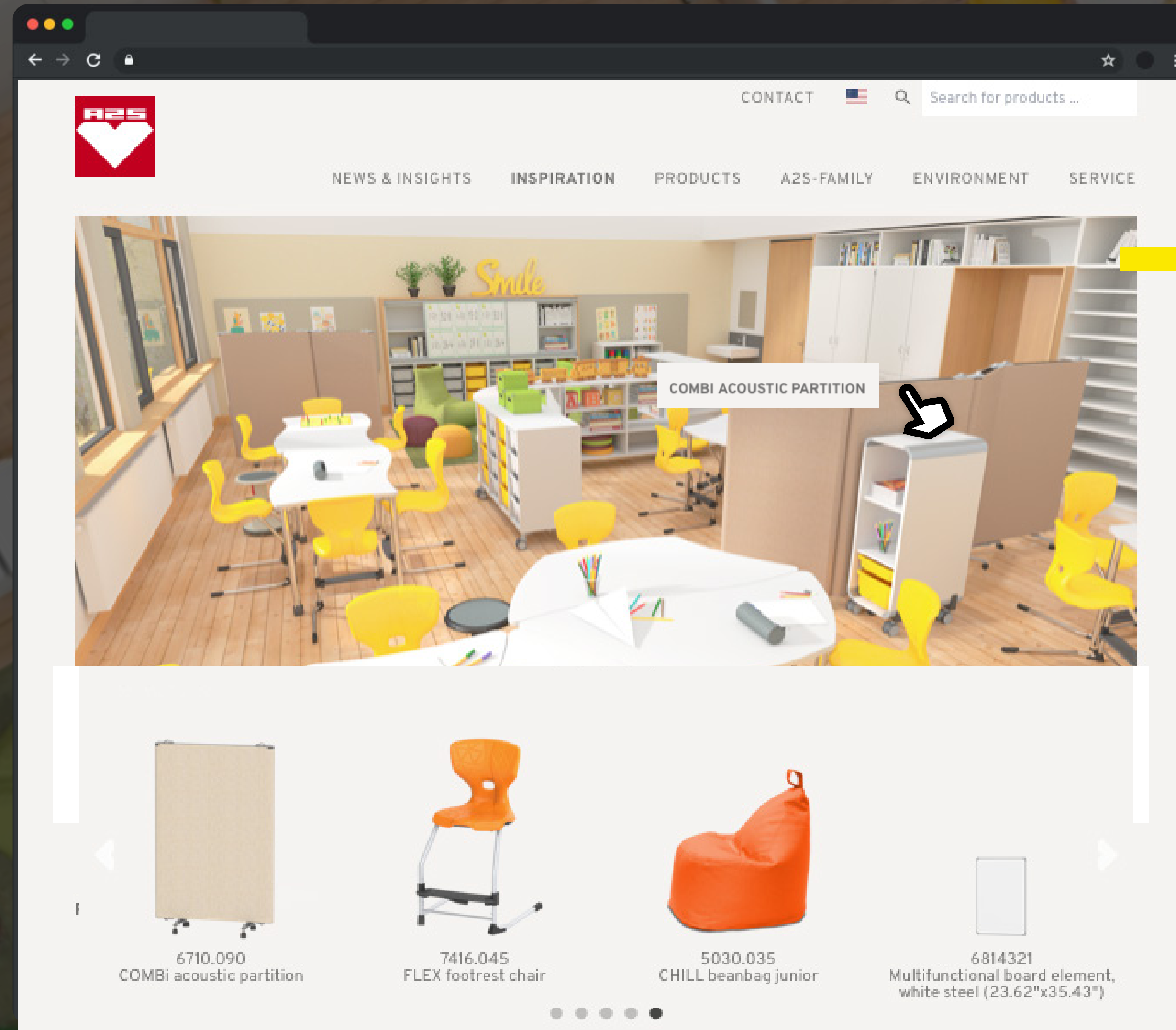






The A2S picture galleries are not only nice to look at, but also show the A2S furniture in selected room concepts.





**Products are linked directly in the recordings via hotspots.**

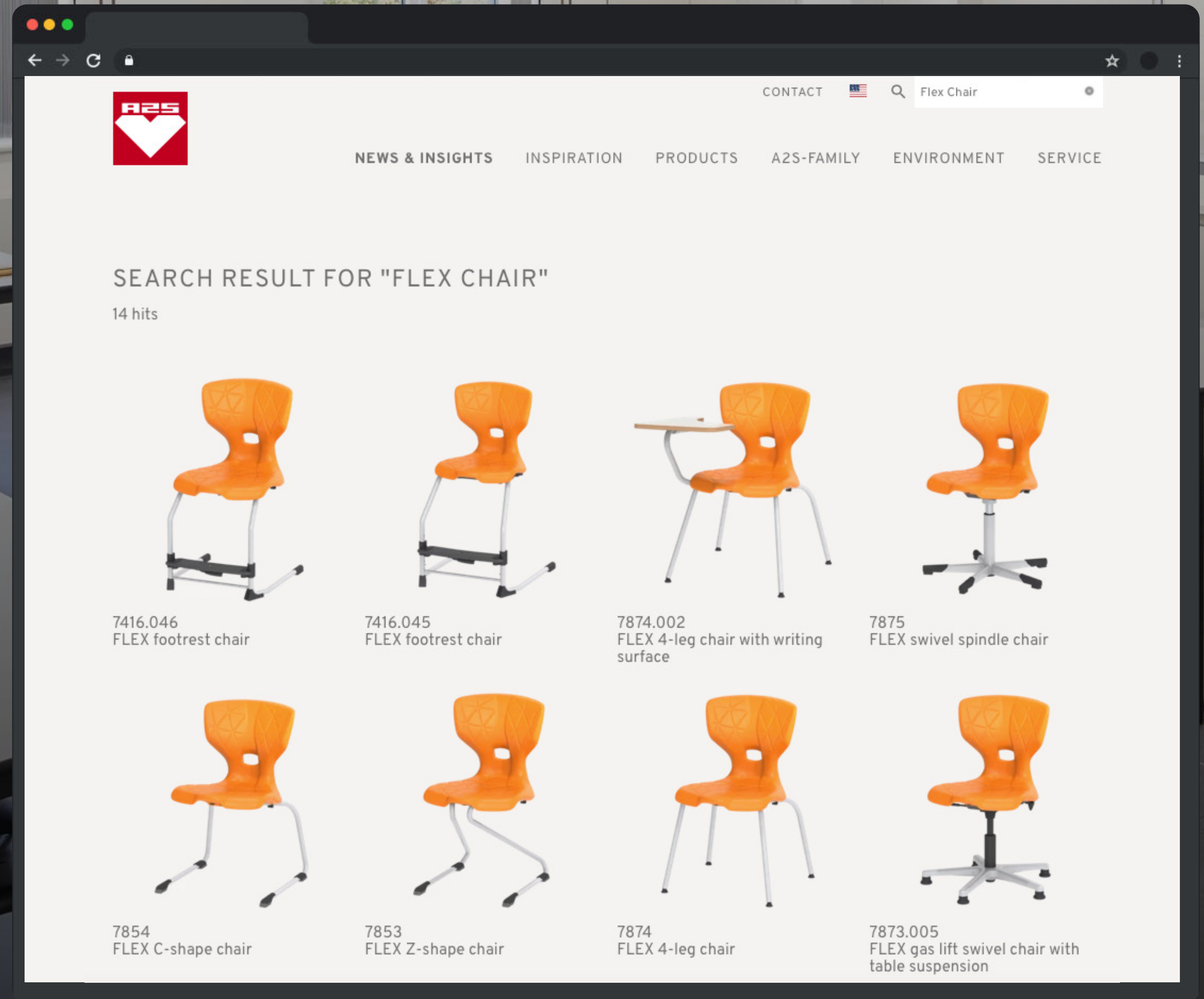
**The CMS automatically ensures, that the referenced products appear directly under the gallery.**



# Full-Text Search for an Optimal Website Experience

For a powerful search within the wide product portfolio of A2S-Furnishing Systems, the inexpensive but extremely effective Algolia Search Plugin was used.

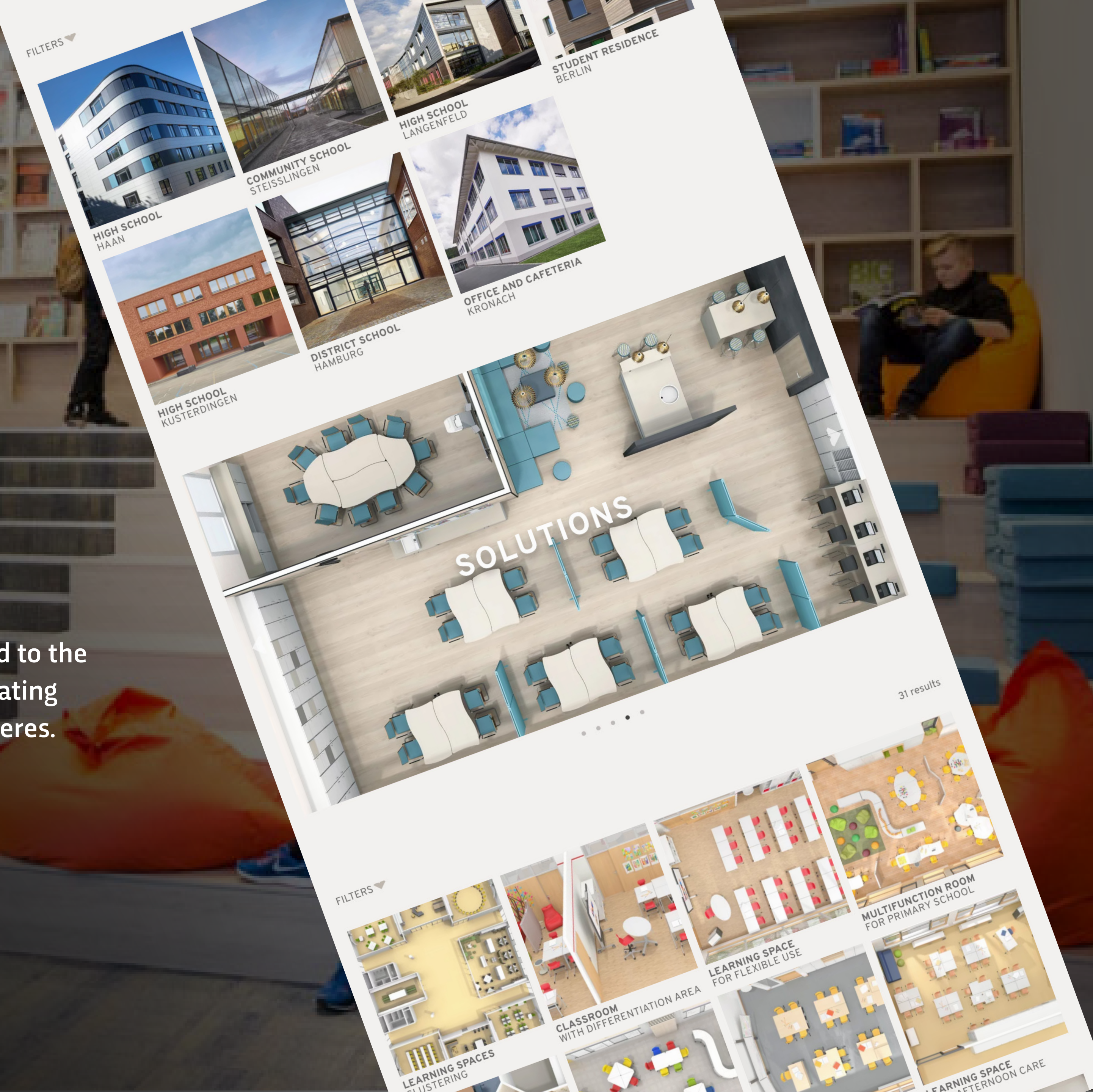
The search engine can be optimized step by step via a user-friendly interface for administrators and adjusted to the content of the website. In this way, it is possible to successively improve the hit rate and optimize the order of the search results.





Elaborately designed and vivid inspiration pages were added to the website and now clearly convey the company's vision of creating conducive as well as healthy learning and working atmospheres.

This desire of the furniture specialist arises from the active participation in tenders, for which a product vision that is convincingly prepared at first glance supports success.





Product data sheets  
are generated in real  
time via the Web-  
2Print framework  
implemented by  
Blackbit.

Thus, they can be downloaded  
in different languages from the  
website at any time, updated on a  
daily basis.

OPTIONS

- Felt floor protectors
- Table top HPL
- Table top melamine
- Tabletop with ASSODUR® edge
- Table top Multiplex
- Table top solid wood

4-LEG TEACHER TABLE (59.06"X25.59")  
MODEL 7051.902



FEATURES

Tabletop, 3-layer chipboard (E1), melamine coated, highly abrasion-resistant, with 0.12" plastic edge, thickness: 0.98".  
Note: Table height specifications refer to a tabletop thickness of 0.98".  
Substructure, 3-sided panel with shelf: 3-layer chipboard (E1), melamine coated, with 0.04" plastic edge, thickness: 0.75".  
4-leg base, sides in beech solid wood studs, semicircular: 2.36"/1.38". Frame in beech, natural lacquered: 2.95"/0.98". With plastic floor protectors.

OPTIONS

- Felt floor protectors
- Table top finishes price group 2
- Table top HPL glued
- Tabletop with ASSODUR® edge
- Table top glued with solid wood edge glue-in crowned
- Table top Multiplex, 0.79"

STANDARD

DIN EN 527-1, DIN EN 527-2, DIN EN 16121

SIZES

SIZE	6
TABLE WIDTH	59.06"
TABLE HEIGHT	29.92"
TABLE DEPTH	25.59"
STACKABILITY	-
NUMBER OF SEATS	1
WEIGHT	99 lb

BENEFITS/SPECIALS

Table top with multilayer melamine resin coating and robust plastic edge  
Optional tabletop with multilayer melamine resin coating and cast-on ASSODUR® edge, particularly abrasion and impact resistant  
Optional multiplex tabletop with multilayer melamine resin coating, particularly dimensionally stable and resilient  
Optional: melamine coated table top with solid wood edge, spherical glued-in edging  
Including practical shelf under the table top

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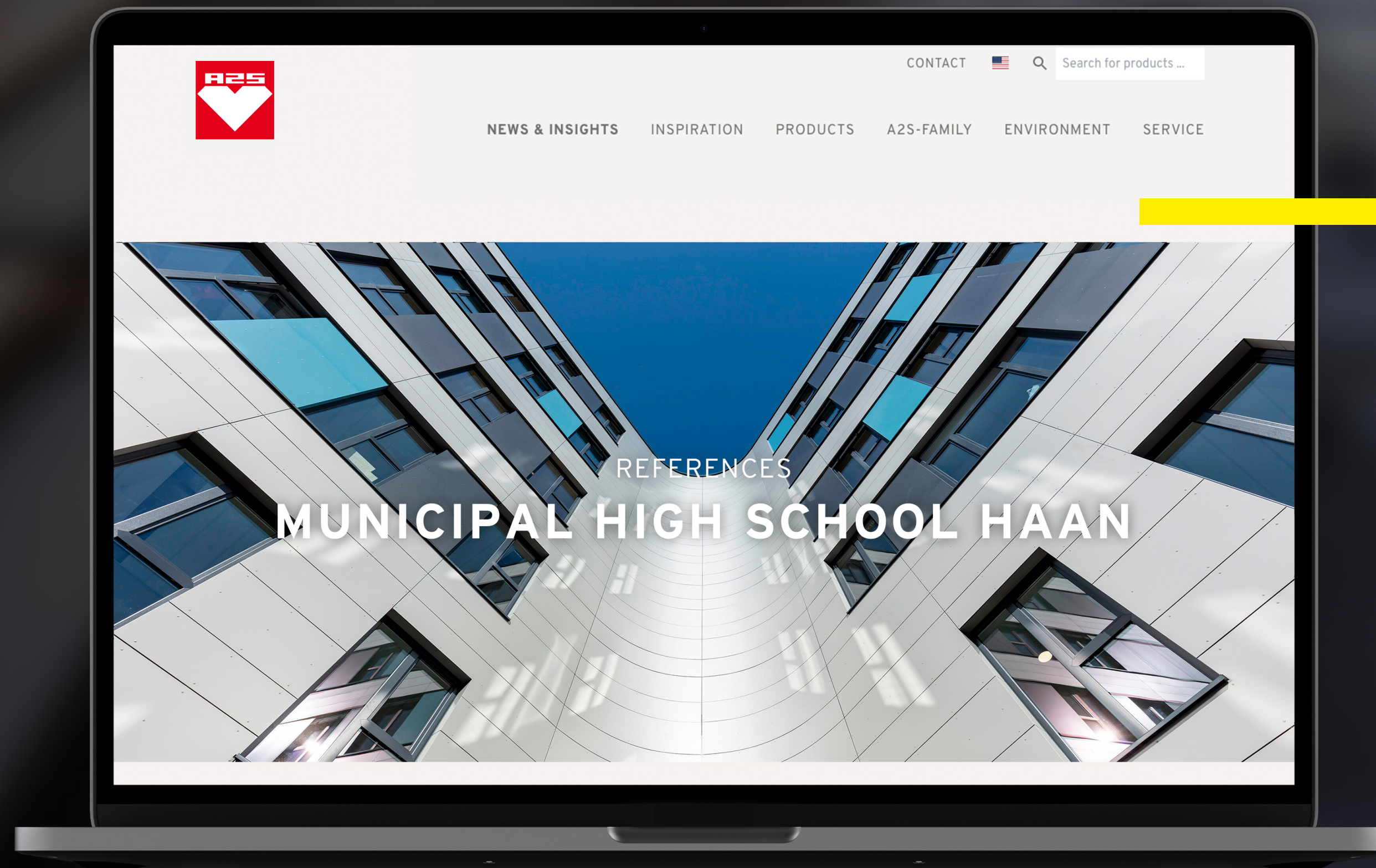
DOWNLOADS

Product spec sheet

DOWNLOAD



The relaunch was first carried out in the German, British and American versions. After finalization of the web project, 15 languages will be available.



## Multilingual in 15 Languages Thanks to Pimcore Data Director

Blackbit was able to reduce the considerable translation effort by using the Pimcore Data Director, which has a DeepL interface for automatic translation.

Thus, the new site of A2S-Furnishing Systems offers ideal conditions for the international clientele and an expansion of the permanent customer base.



## Fast, Efficient, User-Friendly And Always Up-to-Date



User-friendly information structure with clear interface for efficient and flexible editorial work.



Quickly and efficiently set new product images, textures or fabrics.



Pleasant shopping and inspiration experience for customers of the A2S-Furnishing Systems.



The product range remains stable thanks to regular maintenance through the integrated data and asset management, the up to date.



Realistic representation of all furniture details using a complex 3D configurator with 360° view - including all possible combinations of available materials and colors.



# Would You Like to Learn More?

We look forward to meeting you and will be happy to advise you.  
**Contact us.**

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