

Press release

WEPA Group

Arnsberg, 08 February 2022

WEPA Professional presents its virtual showroom

Hygiene solutions: a new digital experience

New and absolutely unique in the hygiene industry: the WEPA Professional virtual showroom. The new development elucidates the product portfolio of the two WEPA brands Satino by WEPA and BlackSatino for commercial customers in the virtual space, offering a wealth of information as well as innovative services at the click of a mouse, anytime and anywhere. Particularly in times when it is important to keep our distance, this is an ideal creative solution to keep customers and partners informed and to stay in touch.

How would a purely sensor-controlled washroom be designed? What does optimally configuring a WC cubicle actually mean? Which hygiene products are especially sustainable? The new virtual showroom answers these and further questions demonstrating what contemporary hygiene standards are like today.

Products are staged in a spatial environment, as in a real bathroom exhibition, but digitally and interactive: the showroom on the screen can be explored, product information and informative videos are revealed with the click of a mouse and individual exhibition areas can be accessed via a site plan: visitors experience industry solutions, an education area and stagings on topics such as "touchless washrooms" and "sustainability". Each product can be added to a notepad with a click, which simplifies subsequent orders.

Useful for trade partners, and in fact for everyone: in the showroom's education area, not only product information, for example about fold types and product coding, but also current videos such as a child-friendly video clip concerning primary school hygiene and a new Satino by WEPA video series can be seen. This material is based on the latest scientific findings on the subject of hand hygiene, providing explanations in a precise and understandable manner.

Nik Ruangroj, Head of Brand Marketing at WEPA Professional, states: "The virtual showroom is a new, groundbreaking tool for innovative and professional hygiene. It allows us to present our brands, products and innovations independently of place and time and to share expert knowledge." Martin Rohde, Managing Director Sales at WEPA Professional, adds: "Even if personally getting together isn't possible or only possible to a limited extent, this innovative platform facilitates our individual exchange with customers, for example concerning specific questions and tasks in practice or with regard to industry-specific hygiene needs."

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The WEPA Professional virtual showroom can be accessed via the following link: <https://www.satino-by-wepa.com/apps/virtualshowroom/>. Use any browser on a smartphone, tablet, laptop or desktop. The showroom is available in five languages – German, English, French, Polish and Dutch.

Photo gallery



Visitors to the WEPA Professional virtual showroom access product information and the latest videos at the click of a mouse.

Photo: WEPA



Thanks to the virtual showroom of WEPA Professional, the product portfolios of the Satino by WEPA and BlackSatino brands can now be experienced in virtual space.

Photo: WEPA

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WEPA Group

The WEPA Group is a future-oriented European family business specialising in the production and distribution of sustainable hygiene paper. WEPA offers sustainable and innovative hygiene solutions that provide a safe feeling of hygiene and contribute daily to the well-being of millions of people. With 4,000 employees, the WEPA Group manufactures hygiene products such as toilet paper, paper towels, tissues and napkins at 13 European sites. WEPA is among the three largest European manufacturers and leading the market in the production of hygiene paper from recycled fibre. Its annual turnover is roughly 1.3 billion euros. In the Consumer business area, WEPA is a private-label specialist for European retailers. The Professional business unit with the brands BlackSatino and Satino by WEPA stands for sustainable and professional hygiene solutions which are used, for instance, in public washrooms, the industry, offices or health care facilities. The WEPA Group has its registered office in Arnsberg, North-Rhine Westphalia, Germany.