

# PRODUCT ADVANTAGES

## (USP) UNIQUE SELLING PROPOSITION



### REGISTERED BRAND

raumplus is a registered brand that is protected almost worldwide and has been invested in since the beginning. In 2017 and 2019, it was awarded the »German Brand Award« for its uniform appearance.



### 35 YEARS OF EXPERIENCE

For 35 years, the raumplus brand has stood for individual room solutions of the highest quality as a specialist for custom-made built-in wardrobes and sliding doors. At the core of raumplus are the ethical principles that have existed since the founding years and are lived as a fixed brand component in the company: Customer friendliness, diversity, uncompromising quality and competence.



### CUSTOM-MADE TO THE MILLIMETRE

At raumplus, every product is unique. One of our strengths is the flexible adaptation of our products to customer wishes, and that with a batch size of 1.

Individual solutions, tailor-made like a suit for the interior, taking into account (cultural) peculiarities or local trends, are standard for us.



### UNUSUAL DIMENSIONS

With some selected models of our sliding doors, even door heights of up to 3500 mm and door widths of up to 1800 mm and a door weight of up to 180 kg can be implemented.



### DIVERSITY

raumplus offers a wide range of products from sliding doors to hinged and folding doors, partitions, interior and closet systems and dressers. With the large number of profile colours, surfaces and door panels, which can even be equipped with your own motifs in digital printing, there are hardly any limits to the variety. The large selection of beautiful and useful accessories rounds off the diversity of personalization options.

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### FLEXIBILITY

The large variety of products, all made to measure, enables the planning of the most diverse room solutions from small to large, for sloping ceilings, solutions around corners, high ceilings and complicated floor plans. Equally flexible is the equipment with accessories and storage elements for numerous products.



### DESIGN WITH HONOURS

raumplus is innovative and excellent.

The appealing, timeless products cover everything from classic to modern, from functional to elegant and from purist to opulent. Many of our products have won major prizes and awards.



### SERVICE

raumplus offers solution-oriented customer service.

From planning, with the software developed in-house, to the even more individual implementation of customer wishes with the »unique« service, we reliably stand by our partners.



### QUALITY MADE IN GERMANY

Our products are manufactured in Bremen and are certified in 5 categories with the label »Furniture-Made in Germany«.

From product development, material testing and quality control, the manufacture of individual components such as our certified running technology of the sliding door rollers, we attach great importance to the quality and grade of our products right through to the finished product. Our products have to prove their function, quality and stability in endurance tests, load tests and comparative tests.



### DURABILITY

Due to the special quality, our products have a high longevity, which is reflected among other things in the 10-year guarantee. We produce sustainable room solutions with a high demand on ourselves and our product.