

Service in compact form

Edscha Trailer Systems is a global brand. With new ideas and products relating to the roofs of trucks and trailers, the brand is attracting increasing levels of interest, drawing in more customers and prospective customers in the process. Its community of users is growing constantly and, with it, the numbers of products and services provided. All these developments provided more than enough reason for Edscha Trailer Systems to review its service-related printed materials and its online services, simplify them and arrange them in a uniform way.

This process begins with the mother of all information services, the spare parts catalogue, with a whole new feel to it - not just optically. All descriptions and items of information are defined clearly and unambiguously, and can thus also be readily retrieved in the product catalogue and in the individual datasheets and product sheets. This has resulted in a comprehensive reference system, one in which anyone can find their way around the information really simply. Everything is built up according to the same basic format; once you have taken note of an item number, you can be sure that this number will always refer to the same product in all the printed material of Edscha Trailer Systems.

To provide a better overview, the spare parts catalogue presents all items and product groups in picture form. Systematically-structured tables are arranged logically, making sure that you find what you want rapidly. Here you also have the chance to see for yourself that the promise to keep spare parts for each product for at

least ten years is by no means an empty phrase. The new catalogue also includes spare-parts lists for many roof models, including older ones – presented accessibly and comprehensively.

In parallel with the approach used for the spare-parts catalogue, the new product catalogue provides fixed ordering tools, meaning that there are lists at the ready for each product, enabling you to put together your individual roof quickly and simply. The possible configurations are clearly, unambiguously recognisable and easy to allocate to the individual models.

The clearly identifiable nature of each individual product from Edscha Trailer Systems extends to include the bar code on the spare part delivered. Adhesive stickers are placed on all items, stating the same codes and numbers as are indicated in the catalogues.

In order to perfect the homogeneous whole, the Internet presence was reworked, now providing a large download area with all catalogues and operating manuals. On a multilingual basis, of course.