



CASE STUDY

Uform, one of the UK's largest manufacturers and distributors of kitchen doors and components have formed a new partnership with ArtiCAD Limited – the kitchen CAD software specialists.

Enhancing the Customer Experience – the Uform and ArtiCAD partnership –

THIS NEW PARTNERSHIP with ArtiCAD, according to Eamon Donnelly, Managing Director of Uform, “Is a key element in our ongoing commitment to enhancing the customer experience.” The partnership is featured in Uform’s new Design Centre of Excellence, opened on 27th September 2006 by Leslie Morrison, Chief Executive of Invest Northern Ireland.



Innovating for success

Established in 1993 by the Donnelly family, Uform has grown to become one of the UK's largest manufacturers and distributors of kitchen doors and components. Selling direct to kitchen retailers and distributors, the company has grown dramatically. This growth has been fuelled by the company's ongoing investment in leading edge technology, R&D, Product Innovation and, in 2005, the opening of a state of the art automated distribution facility. Uform's latest innovation is the Design Centre of Excellence. This showcases over thirty six kitchen displays, encompassing numerous styles and price ranges. Each of the kitchen displays highlights the company's innovative and creative doors, accessories and components, including wirework, lighting, Blum storage solutions and bins.



Unique to the industry, the Design Centre of Excellence also features training workshops, which are designed to help Uform's customers learn more about the latest developments, techniques and

trends in the industry, and how to apply these to the growth and development of their own businesses.

A number of seated areas with interactive presentations encourage discussions and customer feedback, whilst a dedicated research and development area allows Uform to respond quickly to the needs of the marketplace.

“I believe that ArtiCAD-Pro offers our customers the ultimate approach to kitchen design . . .”

ArtiCAD features in Design Centre of Excellence

ARTICAD-PRO is available for use by Uform and its customers on five large plasma screens in the new Design Centre of Excellence.

Every single door, component and accessory manufactured by Uform is included within the ArtiCAD-Pro database, allowing Uform's customers to quickly and easily produce designs for their clients based on the actual measurements of their kitchens.

Alternatively, they can invite their own clients to visit the Design Centre and watch their kitchen being designed in ArtiCAD in front of their eyes.





“ArtiCAD is extremely intuitive and easy to use, which makes it an ideal design tool for the new Design Centre of Excellence”

The ‘wow’ factor

ARTICAD-PRO is a powerful, flexible, fast and easy to learn computer-aided design system. It produces working plans which automatically generate elevations, multiple 3D perspectives, photorealistic impressions, detailed parts lists and costings. A ‘standard’ kitchen design, including a plan and 3D visualisation can be produced in just ten minutes.

Theresa Turner, a director of ArtiCAD said: “ArtiCAD is extremely intuitive and easy to use, which makes it an ideal design tool for the new Design Centre of Excellence. Uform and their customers are able to explore the entire catalogue of Uform products and then use these to create the ideal kitchen - in just a matter of minutes. They can drag & drop different cabinets and accessories into the kitchen and select door styles and colour finishes to produce a design which is not only accurate but also extremely realistic.”

A feature within ArtiCAD allows users to click on doors and drawers to reveal different storage options within them. Theresa Turner: “We echo very strongly Uform’s commitment to enhancing the customer experience. At ArtiCAD we are constantly striving to ensure that the software allows users to include even the smallest details – because it is these



ArtiCAD output

which can so often give the final design that essential ‘wow’ factor.”

Eamon Donnelly commented: “I am delighted that we have formed a new partnership with ArtiCAD. I believe that ArtiCAD-Pro offers our customers the ultimate approach to kitchen design: the power of the software

and the realism of the designs are a great match for our exciting, innovative and high quality products. Together, Uform and ArtiCAD are truly enhancing the customer experience.”

CAD to sell kitchens – an essential tool

CAD IS A POWERFUL - and many would argue essential - tool in the process of selling a kitchen. Many consumers find it extremely difficult to visualise how their finished kitchen will look once it is completed. They struggle to make decisions about the placement of cabinets and white goods, the selection of finishes for the work surfaces and how well the proposed design will fit into the space available, no matter how many plans or sketches they may have been shown. A CAD system – capable of producing every aspect of a design from plan to elevation, and including realistic 3D walkthroughs - will overcome this common problem. With ArtiCAD for example, the customer can also ask for changes and then watch whilst they are made instantaneously. This level of involvement in the design process increases their confidence that they really will get the kitchen of their dreams. This has been proven to significantly speed up the sales process.



ArtiCAD output

ArtiCAD – an international CAD software specialist

ArtiCAD Limited is headquartered in the UK, with subsidiary companies in Ireland, North America and Ireland. There are more than 4,000 ArtiCAD users in the UK and Ireland alone.

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