

Partnership Profile



Hills Panel Products (HPP) is a leading manufacturer and supplier to the fitted furniture trade, offering a range of kitchen and bedroom doors, boards and fittings, together with wirework, lighting and flat pack cabinets.

ArtiCAD – HPP’s Preferred CAD Partner

ESTABLISHED IN 1991, HPP’s headquarters in Oldham occupies 133,000 square feet, and is complemented by a branch in Sheffield and partner companies in Scotland. Over one hundred staff are employed to look after the needs of the trade, including a team of sales reps, with fifteen wagons delivering products across the country.

Selling primarily to fitted furniture designers and manufacturers for the private sector, HPP has also established a strong reputation as a reliable and cost-effective supplier to large trade contractors throughout the UK.

The HPP portfolio

HPP manufactures some 4,000 doors on site each week, and offers a further 3,000 off-the-shelf products. Made to custom specification, HPP’s portfolio of doors includes vinyl-wrapped and pvc-edged. The company also manufactures sheet material which is processed and cut to size for its customers. HPP has an extensive range of

wirework, lighting and flat pack cabinets, and is the largest Blum distributor in the UK.

Choosing CAD

HPP sales reps have traditionally used the company’s brochures to illustrate the product range, together with the web site. Dan Mounsey, Marketing Manager for HPP said: “We were increasingly being asked by our kitchen designer clients about the possibility of having our range of doors and

ArtiCAD output of HPP’s Vienna Sambesi/white kitchen



Original photo of HPP’s Vienna Sambesi/white kitchen



other fittings included within a CAD package, as this would make it easier and faster for them to specify our products in their designs.

“We made the decision in February 2010 to work with ArtiCAD as our preferred CAD partner. In fact, it was an absolutely obvious choice, for a number of very good reasons. Perhaps most importantly, the integration of ArtiCAD-Pro with EQ Software (easyquote) was extremely attractive to us as many of our customers already use it. The two products work together seamlessly, and the two companies, ArtiCAD and EQ Software, have a long and successful history of working together. And if we needed a further incentive to opt for ArtiCAD-Pro, our sales reps were also telling us that ArtiCAD is the most popular CAD package amongst our customers.”



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Working with ArtiCAD

THE COMPLETE RANGE of HPP doors is now available as a comprehensive graphics catalogue within ArtiCAD-Pro. Designers will be able to simply search for their chosen item(s), and then drag and drop these into their room design. Twenty-five different vinyl wrapped styles will be available, in a choice of thirty five different colours, along with the entire range of 12 Duo PVC edged doors.

HPP has also purchased ArtiCAD-Pro for their own use, as a means of demonstrating how quick and easy it is to design a kitchen and to choose the perfect door and accessories for individual rooms.

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"We are hoping that the inclusion of our products within ArtiCAD-Pro will give our customers yet another reason to choose HPP. It certainly makes it easier for them and the fact that it is linked, in many cases, to their existing quoting process, it is a great bonus. I am sure that this will give us a real edge over our competitors."

HPP and ArtiCAD will also be working together on a number of joint marketing activities, including newsletters and press releases.



ArtiCAD-Pro software:

- allows you to deliver stunning kitchen design presentations in minutes
- presentations include fully dimensioned room plans, elevation views, 3D perspective line drawings and stunning 3D photorealistic images
- is easy and quick to learn
- produces parts lists automatically ready for you to order from HPP
- is affordable and provided alongside an excellent customer support service



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ArtiCAD – designed to help you sell

EVERY SINGLE ARTICAD PRODUCT and service is designed to help you sell and each new software or support service innovation we introduce has this purpose at its core. ArtiCAD's speed and ease of use means that you can deliver accurate design presentations in just a few minutes – generating that essential 'WOW factor' that inspires customer confidence and delivers sales. Our support, training and client care services are second to none so help is at hand, when and where you need it.

If you are not yet using ArtiCAD-Pro in your business but want to know more, please call 01923 888101. We can arrange for a 40 minute sales demonstration at your premises, featuring the LATEST HPP GRAPHICS.

To see how ArtiCAD-Pro can help your business, call 01923 888101 today to arrange a free demonstration



ArtiCAD
Designed to help you sell

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