



CASE STUDY

ArtiCAD Ltd, the award-winning producer of design software solutions for bathrooms, kitchens, bedroom and studies, introduced BathCAD for those who wish to design exclusively for bathrooms in May 2007.

BathCAD is the ultimate computer aided sales tool for bathrooms – designed to make selling easier.

BathCAD – Delivering the WOW factor

A STUNNING BathCAD presentation, including accurate room plans and 3D 'photo-realistic' visualisations, can easily be created in less than 5 minutes – delivering the essential 'wow factor' that sells your designs.

Easy to master (BathCAD requires just one day of training, which is included) the software is backed by a comprehensive support and client care service that's second to none. In addition to being a design and sales tool, BathCAD also features a powerful quotation solution, BathQuote, which is powered by Easyquote pricing data – making an extensive selection of manufacturer and distributor pricing catalogues available, at your fingertips.



GARDNER & SCARDIFIELD LTD

BASED IN LANCING, West Sussex, Gardner and Scardifield is a family-run building supplier and bathroom showroom – and a keen user of BathCAD design software. Paul Yates, the company's Showroom Manager, recently won the ArtiCAD competition for the best bathroom design.

Having used another design package which proved to be, according to Paul Yates "too long-winded, too complicated – and so frustrating", BathCAD has come as a welcome change. "It is easy to use and simple. I can visit a customer on site, take some measurements, get back to the showroom and then have the design in the post to them the same day. Alternatively, if they have already produced a drawing, I can turn this into an accurate BathCAD design, with full pricing details."

Gardner & Scardifield prides itself on the company's professionalism and dedication to customer service, and BathCAD is an important element in achieving this.

"Customers appreciate the accuracy and level of detail which is included in the BathCAD designs. I am sure that it helps us to close more business."

To find out how BathCAD can help you to sell more easily,
call 01923 888101
to arrange a demonstration





"I would never go back to the drawing board. Purchasing BathCAD is the best thing I've ever done for the business."

ArtiCAD-Pro was installed over six years ago for Poole-based kitchen designer, Kitchen Elegance. Now ArtiCAD-Pro's sister product, BathCAD, is in constant use for the recently formed Bathroom Elegance. Elaine Plank, a designer at Bathroom Elegance believes strongly that customers now expect to see 3D visualisations of their proposed rooms as part of the sales process. The quality, flexibility and ease of use provided by BathCAD is contributing significantly towards the company's ongoing growth and success, despite an increasingly competitive marketplace.

Bathroom Elegance

BUSINESS IS BRISK for Bathroom Elegance. The company – now just a year old – has six designers who are using BathCAD constantly.

Elaine Plank has been a bathroom designer for several years, and had been used to producing hand-drawn designs. "It would take me about two hours to do a drawing. Using BathCAD, the time is halved and of course it is very easy to make changes. "Our customers absolutely love to see their proposed



bathroom designs produced using BathCAD, including details of all the finishes, colours and different viewpoints."

Bathroom design can be challenging. Space is frequently at a premium, and the designer must often work with the existing



DOVE BATHROOMS

DOVE BATHROOMS, based near Milton Keynes in Buckinghamshire, specialises in providing an

extremely personal service to the company's customers. With some 80% of the company's business coming from recommendation, the success of this approach is without doubt.

Mike Dove, the owner of Dove Bathrooms, prides himself on working closely with his clients to ensure that they get exactly what they'd like. Typically he installs some 180 bathrooms each year, and although an average price is around £5-£6,000, he has also designed and installed some with a price tag in excess of £30,000.

He first started to use BathCAD three years ago, having used a drawing board for many years - and being quite convinced that nothing could be as accurate as this method of designing. However, he was soon to change his mind.

"Although I had never used a CAD system before, I have found BathCAD very quick to produce a design. I can design a bathroom in minutes, whereas using the drawing board it would take me half an hour or so for a simple design, and then of course I would have to make changes which would add to the time taken. I also used to go through bottles and bottles of Tippex!

"I would never go back to the drawing board. Purchasing BathCAD is the best thing I've ever done for the business."



placement of pipework, plumbing and electrics. The use of BathCAD ensures that the best possible use can be made of the available space.

"We use BathCAD to produce designs for bathrooms, cloakrooms and wet rooms. Several of our customers have two or three bathrooms in their house. The speed and flexibility of BathCAD allows us to create completely different designs and styles for each of these rooms."

Once an enquiry has been received, detailed measurements are taken of the room(s), and these are then input into BathCAD. Stunning 3D visuals from a variety of different viewpoints incorporating lighting and a range of accessories, together with plans and costings are readily produced.

DISCOVER how ArtiCAD can help to benefit your business – call 01923 888101



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