



THERMORY SHOWROOM

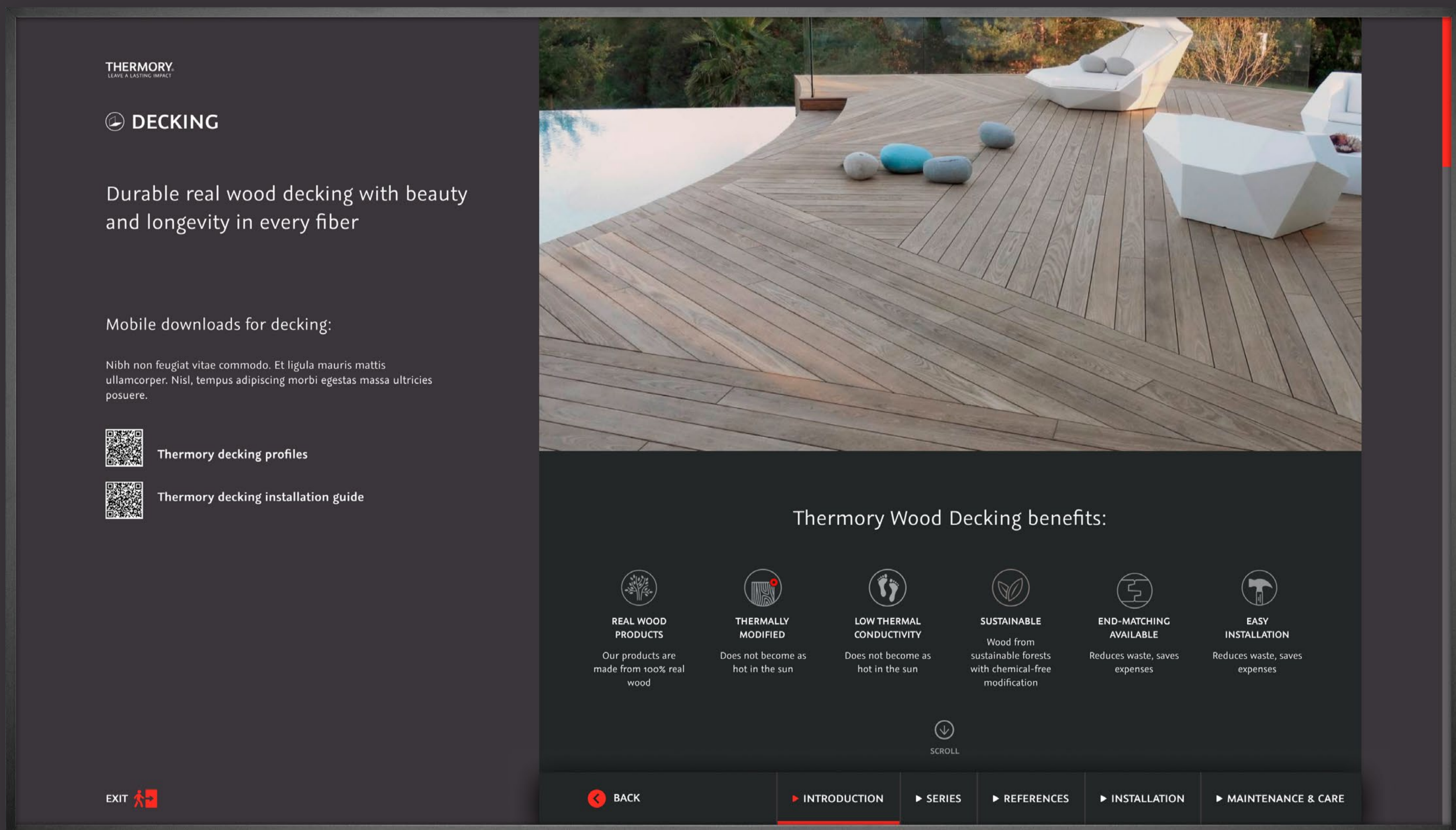
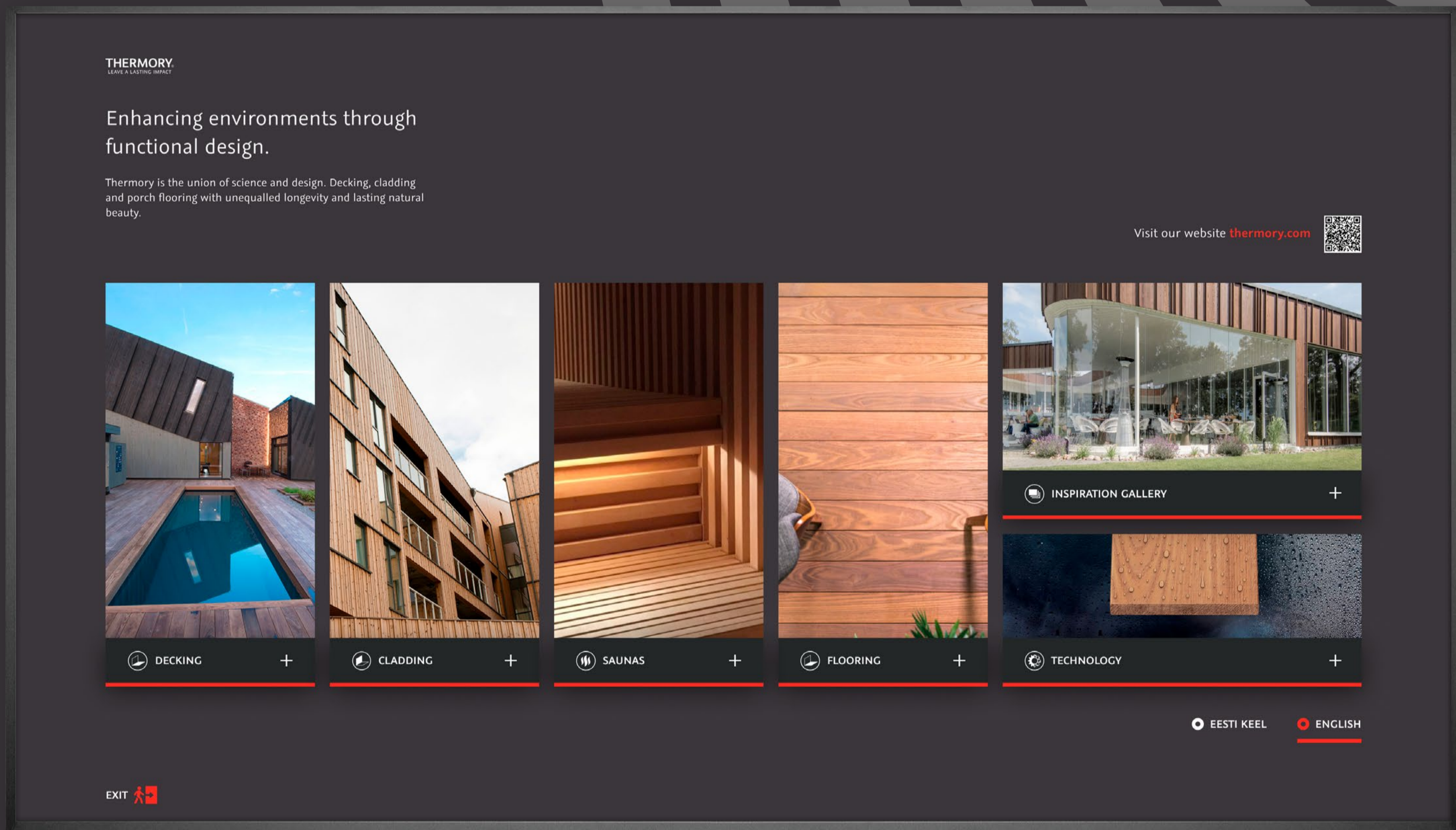
Environmental design and digital solutions play an important role in the Thermory showroom. As an additional layer to the interior architecture, they improve the user experience for both the visitor and the staff.



The biggest challenge in creating Thermory's first showroom was to filter out important information and establish a hierarchy between different focus points.



Thanks to digital solutions, it is easy and convenient to introduce products, different techniques and offer inspiration in the form of references. This means that the experience is easier to manage for both parties, eliminating, for example, browsing different directories. The customer can also independently search for additional information about the product they are interested in.



The result is a well-functioning process, that unites face-to-face sales with digital resources - real clients, infographics in the room, and digital solutions on the screens all work together, complement each other, and offer a pleasant user experience.