As authentic and in person as on site in Nuremberg: Basys presents its new products 2020 directly from its booth

From 14th to 27th September 2020, the building hardware manufacturer Basys – Bartels Systembeschläge, Kalletal, will catch up with trade fair Fensterbau Frontale. The company set up its stand 1:1, shot explanatory videos in German and English and produced extensive information material. During the „Digital Expo“, which Basys set up together with the start-up Enra, visitors can dive into the world of hinge and striking plate systems, learn about the latest innovations and enter into dialogue with their contact person via live chats.

Basys and Enra have designed the entrance and trade fair visit in such a way that the user can move intuitively around the stand and – out of consideration for limited time resources – is guided in an entertaining and informative way. Text and image material as well as animated 3D CAD graphics are available for each product. In the video, an employee explains the product – a highly authentic presentation, as the excitement in front of the camera can be felt. The video length is 1.5 minutes on average; no video lasts longer than three minutes.

The registration to the „Digital Expo“ of Basys is done via the link https://basys.expo.enra.app. After entering their name, company, address and e-mail address and setting their password, visitors will receive a verification e-mail with a link that needs to be confirmed. The login can be reused for future digital fairs.

A special highlight of the „Digital Expo“ offered by Basys is the live chats on Tuesdays and Thursdays between 3 and 5 pm. By clicking on the speech bubble in the lower right-hand corner, visitors can enter into direct dialog with Managing Director Jürgen Bartels – either by text, telephone or video. It is also possible to split the screen so that they can walk around the stand together.

For Basys, the „Digital Expo“ is a premiere due to the current situation in which participation in face-to-face trade fairs needs to be well thought out. „Of course, we still want to stay in touch with our customers and win new customers – as we do at every presence trade show,“ says Jürgen Bartels. In this respect, the „Digital Expo“ this year is also a dress rehearsal, showing the long-standing exhibitor of Fensterbau Frontale and BAU, how a trade fair can function digitally, where there is still room for improvement and how customers accept the offer. If the response to the premiere is very good, Basys promises an extension.



Caption: From September 14 to 27, 2020, BaSys, the manufacturer of building hardware, will catch up with Fensterbau Frontale. During the "Digital Expo", visitors can immerse themselves in the world of hinge and striking plate systems, learn about the latest innovations and enter into dialogue with their contact person via live chats. Registration is via the link https://basys.expo.enra.app. Photo: BaSys

BaSys

BaSys stands for Bartels Systembeschläge. The family-owned company run by Albert and Jürgen Bartels has been developing, producing and selling an all-embracing range of building hardware since 1995. With its hinge and striking-plate systems, BaSys regards itself as a problem solver for door and frame manufacturers throughout Europe as well as for national and international customers from retail and the trades. In 2001, the company was the first German manufacturer to present a concealed and three-dimensionally adjustable hinge with the "Pivota" product range, initiating a new design trend in the door industry. At company headquarters in Kalletal, East Westphalia, BaSys employs around 100 members of staff.

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