



Finstral AG – Windows, doors and conservatories made to measure with Lobster_pim

Finstral, one of the leading European manufacturers of windows, doors and conservatories with its main plant in Unterinn am Ritten (South Tyrol/Italy), opted for Lobster_pim from Bielefeld-based Lobster PIM GmbH.

Objective

In order to future-proof their marketing activities, Finstral decided to replace their existing IT systems. Under the leadership of Mr Senn (Marketing Technology, Finstral) and Dr Schwaighofer (External Consultant), as well as Mr Dettori, Head of IT, the company drafted their needs in all areas of DTP data transfer, foreign language processing, the translation process and systems integration. Given their pricing and order documents involved an extremely wide variety of products, only a solution of the highest design standard was up for discussion.

Selection

From a selection process involving a number of the usual market suppliers, systems integration company Lobster won the contract with their PIM (Product Information Management) offer. The main focus of the tender was finding a system that could competently transfer data involving complex and multilingual pricing and order documents. With perfect integration of **priint:comet** from Werk II and Lobster_pim, all DTP documents can now be used alongside one another with very little effort.

Implementation

After coordinating all data and processes, the tasks before Finstral and Lobster were clearly set out. Following a minor software adjustment, a multilingual database was created in Lobster_pim from the company's DTP documents. The database and the DTP documents were then linked up. That made it possible to use the DTP documents without any further changes required in the production process.

The benefits for Finstral

Thanks to the rapid data transfer and practically identical production processes, it's now possible for Finstral to provide pricing and order documents in all languages in a very short space of time. The system change to Lobster_pim solved a variety of other issues, including translation, data maintenance and foreign language processing.



Company profile: Finstral and its 1,300 employees produce high-quality windows, doors and conservatories from 13 production plants including its main facility in Ritten (South Tyrol/Italy). With its own profile, insulating-glass and element production facilities, Finstral manages the entire manufacturing process, from raw materials to finished windows, all with modern IT support, ensuring consistent quality from a single source. Finstral has a presence in many European countries and guarantees a high-level of local customer service through its dealership partners. Finstral provides made-to-measure solutions in line with various regional and country-specific regulations.