

Wherever there's a path somebody trod it before us!

A strongly developed quality awareness and the almost limitless flexibility have contributed to making Sortimo the preferred system partner of many renowned car manufacturers. Together with the automobile industry, concepts are developed jointly which offer an assortment of different equipment variants for trade professionals and service personnel.

"Globelyst" stands for "global system" – the term for the universal use and versatility of the new in-vehicle equipment. Now that Globelyst has been successfully established as a product range, the focus is on specialisation by target group. Shelves, drawers and cases in different widths and heights can be freely combined with one another on a special frame, the "Maxxi-Space Frame". And with the Sortimo "Easy-Klick®" quick-change system, tools, material and entire modules can be removed and replaced with ease.

And if one now channels the target-group-specific working methods, habits and preferences into the planning of a vehicle, maximum benefits are pre-programmed for every trade professional. The focus here is on the integration of branch-specific material and machines.

Fatih Yilmaz, the target group manager at Sortimo, says: "Our objective is to present real solutions for every branch of trade. Wherever there's a path, somebody has already gone that route. The time is now ripe to pursue a different path with Sortimo Globelyst in order to further consolidate our position as market leader. The target-group-specific product and marketing strategies will pave the way for our future success!"

On the product side of things, the new tension rods or the new electrician's shelving system serve as examples. But Sortimo's sales documentation and image are also up for revamping and adaptation to suit the respective branch of industry. A special brochure aimed specifically at electricians due for release in the 2nd quarter of 2007 will mark the start of this change.

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