

Blauberg UK Case Study

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Introduction

Blauberg UK is part of the worldwide Blauberg Group. The UK division service the country's ventilation market with a range of traditional and innovative products including commercial, industrial and residential ventilation solutions and an extensive range of Heat Recovery Products. They make everything from small sections of plastic ducting, all the way up to very large air handling units for properties such as shopping centres.

The company's strategy includes a commitment to the environment, including raw materials sourcing, circularity and waste, climate action and social impact. Sam Tuck is their Technical Sales Manager, joining the company in 2020.



The Challenge

Blauberg UK realised the importance of BIM in the early days and decided to develop some of their own content. That was produced to a basic standard and initially the content was usable and served the intended purpose. It was only when one of their high-profile clients required more detailed models, that they realised they needed to revisit the content.

A further challenge was that the company were getting specified on very few projects, so this was a situation they were very keen to address. The amount of resource available on their team to work on their BIM objects was also a limiting factor, which prompted them to look externally.

The Solution

The company concluded that working with an expert partner was a more effective direction to take. They discovered Bimstore and, after a few discussions and completing their due diligence, decided to start working together. Bimstore currently maintain Blauberg UK's content, host it on the Bimstore platform, and provide a 'Bimshelf' integration to enable Blauberg UK to make their BIM objects available via their own website.

Sam commented, "the decision to have Bimstore develop all our new BIM content was a good one. When we explored the options, Bimstore pretty much floored the competition and their technical experts were amazing. We can focus our efforts on what we're best at and utilise the experts on their team to ensure all new and existing content is built in accordance with the latest standards and is really high quality. It also means the content is in one place, centrally hosted and centrally accessible."



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Sam Tuck
Technical Sales Manager, Blauberg UK

The Progress

Blauberg UK found the onboarding and rollout with Bimstore exceptionally easy. They provided some key information to the team at Bimstore, who built their profile on the platform on the company's behalf. Blauberg UK also sent over their existing BIM objects, which were verified and added to the platform. Bimstore not only checked their existing objects for basic required data, but also enabled them to add specific industry terminology which was important to Blauberg UK, such as Specific Fan Power (SFP).

Once the checks were completed and Blauberg UK were happy, the BIM objects were added to their live profile on the Bimstore platform. Due to the high search ranking that Bimstore has, it wasn't long before Blauberg UK's BIM objects had achieved hundreds of thousands of views and tens of thousands of downloads.

Sam uses the insight analytics provided by the platform to hone their product listings, optimising fields such as titles, descriptions, and keywords. Sam remarked, "it's a great user interface, super simple, super quick and making changes is a breeze. We've worked together with their marketing team to understand how Bimstore search results rank and how we can be found more easily."

The Results

Blauberg UK are currently benefiting from a number of sales, generated from the leads they get from the Bimstore platform. Sam distributes the leads to the various sales teams in the organisation and they follow-up to see if they can convert the interest into a sale.

Sam explains, "in our follow-ups we refer to the product(s) they have been downloading, which adds an extra measure of personalisation. We almost always get a response back, which is great. Our close rate is increasing monthly, so for us it is a very worthwhile exercise. We have even had some cold leads which we have been able to revive using this approach."

The feedback from users has been very positive too. The comments are always that the BIM objects are well constructed, high quality, contain all the required information, and were easy to find and download from the Bimstore platform. The number of technical queries from customers has reduced dramatically, as they are now getting all the information they need from the BIM objects.

There has been a positive impact in terms of visibility of Blauberg UK's products, with views of their products on Bimstore increasing nearly 37% from 2022 to 2023.



The Future

Blauberg UK's overall aim is to get their BIM objects included on more master plans. They are looking to significantly increase the amount of BIM objects they have available over the next 6 to 12 months. Although the company currently manufactures approximately 3,000 different components, not all of those will be modelled in BIM, but a lot will in order to serve the needs of their customers.

The other plan for the near future is to ensure that these new BIM objects get distributed to the widest possible audience. In addition to hosting them on Bimstore, Sam and the team will be utilising the marketing functionality within the platform to increase the visibility of them significantly.

The company will be investing marketing budget to support promoting the new BIM content to their target market.



For all queries, including Technical assistance or how Bimstore could help you, contact info@bimstore.co

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