

## Vanderbilt's New & Improved Online Shopping Experience

Vanderbilt's new and improved webshop, [www.shop.vanderbiltindustries.com](http://www.shop.vanderbiltindustries.com), is supported by Shopware, the software used by world-renowned brands such as Philips, L'Oréal, and Ben Sherman.

### What is the New Webshop?

Responsive on all devices, the new webshop replaces SPIAP and aims to improve the user experience. The webshop represents thousands of products and is a clean and practical solution that seamlessly connects existing customers with the ability to browse and purchase content on a moment's notice. Integrating with the company's main website, [vanderbiltindustries.com](http://vanderbiltindustries.com), users can now enjoy all of Vanderbilt's products, news, and resources in a "one-stop-shop".



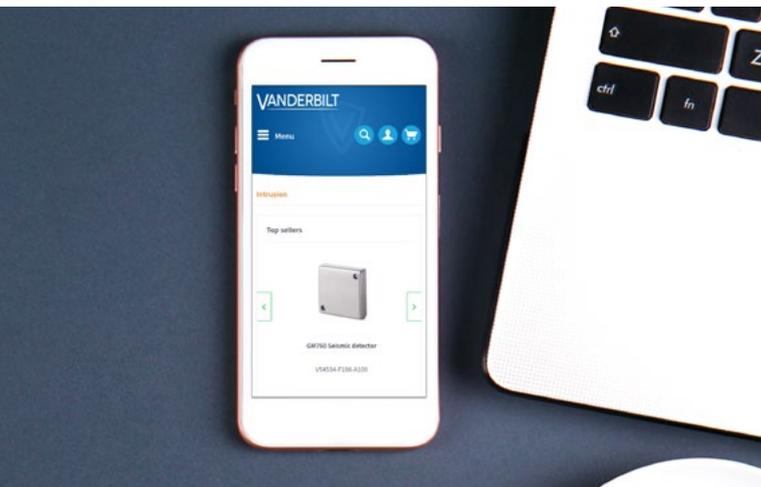
With Shopware, we chose a completely new platform for our B2B business that is a state-of-the-art platform and provides our customers with a new and much more convenient customer experience. In particular, this webshop focuses much more effectively on an easier ordering process with a nicer, natural look and feel.

*Peter Mueller, CIO of  
Vanderbilt International*



## Key Features:

- ✓ Mobile device responsive
- ✓ Localized sales and technical support
- ✓ Order processing is optimized for simple and effective use
- ✓ Access to all relevant support materials
- ✓ Simplified user and account administration
- ✓ Online stock availability



## Benefits:

- ✓ Enjoy a shopping platform that is 200% faster than its predecessor
- ✓ Place orders 24/7, 365 days a year
- ✓ Real-time pricing
- ✓ Keep up-to-date with all of our special offers and promotions
- ✓ Benefit from an overall improved shopping experience

## Please Note:

SPIAP is now an unsupported platform in phase-out mode. Therefore, Vanderbilt can no longer guarantee that data hosted on SPIAP is up-to-date and accurate. Please upgrade today to enjoy the benefits of our new and improved Webshop with its optimized user-friendly shopping experience.



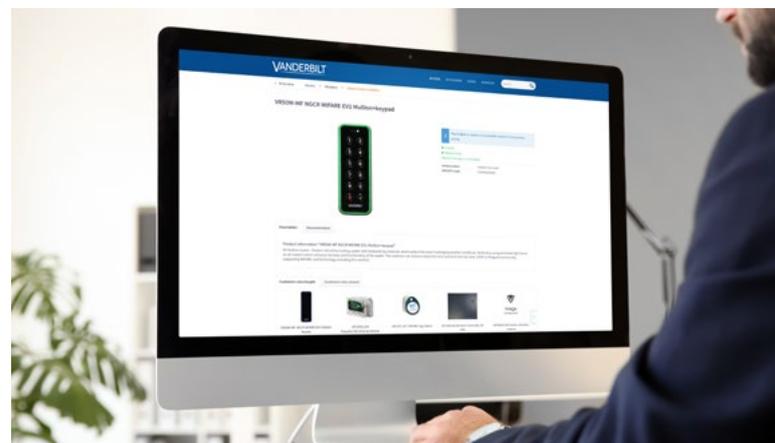
Features like shopping lists help speed up the order process and provide transparency on all placed orders. And it's not just the shopping experience. The new webshop includes additional resources like manuals, software downloads, and technical descriptions. As this launch is only the start of the ongoing development of our webshop, I firmly believe this platform will become the essential tool for our customers in the future.

*Andreas Schuhmacher, Global Customer Service Leader, Vanderbilt International*



## How do I Register?

If you are already a Vanderbilt customer, you **can register to begin using the new webshop here**. Complete the form and Vanderbilt Customer Services will confirm your account. If you wish to become a Vanderbilt customer, **please register here** and customer services will help you to get set up.



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