

Festool, Wendlingen (Germany) – July 2023

Press release for the trade press

Infoline for reader and journalists

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Festool goes digital

Digital offers for our power tools

The digital transformation has also reached the world of power tools. Festool was quick to recognise this trend and offer its users an increasing range of digital solutions. Our focus is always on our customers here. Alongside mobile apps (an Order app, a Work app and a "How to" app), our digital offers also include an eShop that was recently launched in Germany.

"Our customers and users play a key part in our digitalisation strategy, as well as development of our new power tools. We're in regular exchange with numerous test customers, examining their needs and identifying any problems in their day-to-day working life. We then incorporate these findings and requirements into our products. As such, we're fully aware that digital solutions are a great way to meet the needs of the market. We believe that our sector is clearly moving towards digitalisation," explains Marco Pfeiffer, Head of Digital and Smart Products at Festool.

Apps and MyFestool: The entry into the digital Festool world

MyFestool represents the entry into the digital world of the premium manufacturer based in Wendlingen, Germany. Newly purchased tools can be registered both quickly and easily here. The all-inclusive warranty can also be activated and warranty certificates downloaded. Repairs can be requested

and the status of repair orders easily viewed and tracked. "We're keen to further expand MyFestool as a way of getting even closer to our customers. In fact, one of our goals with MyFestool is to establish a 1:1 relationship with our customers," comments Marco Pfeiffer.

Various mobile app solutions are currently on offer for both iOS and Android. For example, Festool customers can already use the Order app that was successfully introduced just a few years ago to place orders for spare parts and tools via their dealer, while customers based in Germany can now also place orders directly via the new eShop. The "How to" app includes numerous video tutorials, demonstrating how to work effectively with our tools. All product videos on tools and accessories from Festool can be called up in a single app – accessible at any time and including all valuable expert tips. The Work app allows certain functions to be customised from your smartphone using the IoT interface integrated in the battery or tool, as well as facilitating tool updates. "It's important for the integration of digital technologies to offer discernible added value for our users," stresses Marco Pfeiffer, adding that "we for example place great emphasis on networking our tools. However, we're also working on completely new business models beyond the scope of the existing product portfolio and hope to provide some exciting news on this in the near future."

Festool online shop: Purchase tools and accessories directly from Festool

The new online shop, which has been up and running since March 2023, represents another important step on the path to expanding our digital offering. It was first rolled out in Germany and is expected to start international operations by 2025. "The online shop is a milestone in our almost 100 years of company history," comments Fabian Ertinger, Head of Digital Marketing & E-Commerce at Festool. Although we're keen to continue expanding the cooperation with our strong network of specialist dealers, supporting both online and offline activities, customers today expect to be able to order products, accessories and consumables both quickly and easily directly from the manufacturer. This is precisely what we're targeting with our online shop. Indeed, alongside interactive information on more than 2,700 products, customers can also order products directly, register their

tools for the 3-year warranty and use our MyFestool portal to request online repairs in the event that any of their tools should encounter an issue. Customers then benefit from a holistic customer experience, which ranges from initial information, through actual purchases, all the way up to aftersales service."

Visit www.festool.co.uk for more information

Total approx. 4090 characters (including spaces)

Image preview


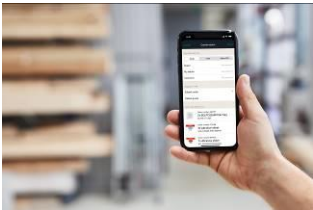


	<p>Image: Festool-Digital-World-1.jpg The digital transformation has also reached the world of power tools. Festool was quick to recognise this trend and offer its users an increasing range of digital solutions.</p>
	<p>Image: Festool-Digital-World-2.jpg For example, Festool customers can already use the Order app to place orders for spare parts and tools via their dealer, while customers based in Germany can now also place orders directly via the new eShop.</p>
	<p>Image: Festool-Digital-World-3.jpg The Work app allows certain functions to be customised from your smartphone using the IoT interface integrated in the battery or tool, as well as facilitating tool updates.</p>
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Image: Festool-Digital-World-5.jpg

The "How to" app includes numerous video tutorials, demonstrating how to work effectively with our tools.



Image: Festool-Digital-World-6.jpg

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Image: Festool-Service.jpg

Just like all Festool tools, the chargers and battery packs are of course fully covered by Festool Service, giving you peace of mind for your day-to-day work.



Image: Festool-Service-Warranty.png

Uncompromising performance: Whether repair orders, warranty claims, protection against theft or spare part availability – you can rely on Festool's comprehensive service.

Image source: Festool GmbH