

## User report

### Speed and quality as the most important selection criteria

Strong partnership: BAUHAUS equips specialist centres with Efaflex doors

**Efficiency, cost-effectiveness, optimisation:** These terms underpin BAUHAUS and their motivation: Satisfied customers and an increase of turnover. With the drive-in arena of the new BAUHAUS specialist centre on Eppelheimer Straße Heidelberg, the company has aligned itself perfectly with this aim. In order to guarantee a smooth flow of goods, the designers opted for the installation of Efaflex doors.

"For us it is important to plan investments as efficiently as possible. The speed and quality of these doors and excellent cooperation with Efaflex were decisive in our selection process", says Steffen Walter. He is head of the construction and planning department in the BAUHAUS Service Center Deutschland in Mannheim and is therefore responsible for planning new projects.

Levent Özer, Managing Director of the 22,000 square metre specialist centre in Heidelberg, is very pleased with their door selection. "The doors in the drive-in arena open approximately 500 times a day and have so far been very reliable and problem-free." Thanks to the high opening speed of the doors, customers do not have to stop outside the doors and can freely drive into the showroom", says Özer. The transparent laths of the four EFA-STT®-S also allow sufficient daylight into the drive-in arena.

With their new range of high-speed doors, Efaflex is reacting to the globally increasing commodity and energy prices.

The EFA-SST® is produced as standard with EFA-Therm® laths which have unique insulation properties. Through the exceptionally high insulating properties

of the EFA-Therm® laths, they achieve a u-value which is up to 50% more efficient than conventional high-speed door laths which are offered on the global market. The thermally-separated, double-walled insulating laths particularly ensure that undesirable losses of heat are significantly reduced during downtimes. This means significantly fewer CO2 emissions and lower heating costs.

In all, there are eight Efaflex doors installed in the BAUHAUS Heidelberg as the designers also opted for the high-speed EFA-STT®-S for the incoming goods area. "A high opening speed was also a decisive selection criterion for these doors", says Steffen Walter. "The forklifts can drive through the doorways without having to wait. This reduces downtime." Levent Özer is also extremely pleased with the customer service from Efaflex. "When I call, I want to be addressed quickly. And this is always the case with Efaflex."

The concept of the "drive-in arena" should help customers to process their purchase of large and bulky products and high quantities as quickly and easily as possible. There is a wide selection of products in the "drive-in arena". This ranges from building materials such as stones and raw and construction wood to insulating materials and products for dry-wall construction, drainage or roof covers. In short: Everything that home-builders and construction workers from a wide range of different industries need for professional execution of their work.

What is particularly unique about the "drive-in arena" is that customers with transport vehicles, trailers or heavy goods vehicles can drive into the hall. This gives the customer the opportunity to select and load their products. There are also large quantities of stock available for tradesmen. Our qualified specialist consultants offer expert advice and support which is also instrumental in the collection of products e.g. from the high-bay warehouse. For the customer, this omits the need for endless searches for parking spaces and multiple loading of often heavy material. A checkout area directly in front of the exit saves time and energy.

In 1960, BAUHAUS established an innovative sales concept which was successfully and quickly implemented on the German market. Building materials

from a wide range of different specialist companies became available under one roof and as self-service. The first specialist trade business was located in Mannheim. Roughly 30 years later the 100th specialist centre opened in Flensburg. Whilst the first BAUHAUS had an area of 250 square metres, the current specialist centres have an average sales space of 22,000 square metres. BAUHAUS is currently represented in 15 countries with over 200 specialist centres, 125 of which are in Germany.

Reliable suppliers are extremely important for the success of new buildings and conversions. When it comes to selecting doors, BAUHAUS has already had many years of positive experience and a strong partnership with Efaflex. In many specialist centres and drive-in arenas, the high-speed doors from the Lower Bavarian specialist company in Bruckberg ensure a smooth logistics process.

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