Digital Business Solutions

Digital offensive for specialist retailers

Manufacturer supports its retail partners with innovative digital solutions

Verl. The kitchen and furniture industry is facing major challenges: A shortage of skilled workers and insufficient digitalisation are a considerable burden for many retailers. Manufacturer is therefore making targeted investments in digital services to help its partners and open up new growth prospects for them. The company is pursuing a clear objective: to be the most reliable digital partner for specialist retail with technological expertise and pioneering solutions.

"As a technology leader with a high level of innovation, we are actively driving forward digitalisation of the industry and are convinced that we will continue to be the best partner for digital solutions in specialist retail in the future," explains Dr Lars Bopf, CEO. Manufacturer Digital Business Solutions optimise the entire value chain – from consulting and planning through to installation. The aim is to simplify processes, reduce costs and tap into new sales potential.

AI by Manufacturer – smart planning support and inspiration

Artificial intelligence (AI) is the dominant trend in business and is also leading to far-reaching changes in the kitchen and furniture industry. Manufacturer recognised this potential early on: since 2019, the company has been developing practical solutions in partnership with AI experts from Crayon under the claim "AI by Manufacturer".

Today, inspiration is a key criterion for conscious purchasing decisions. The "Swish" AI tool uses customer preferences to create an initial flavour profile that specialist retail partners can incorporate directly into their advice.
The second tool, "Dream", goes one step further: it enables end customers to create AI-generated images based on parameters such as colour, shape or ambience – and immediately links these parameters with matching products from the Manufacturer range.

it enables end customers to create AI-generated images based on parameters such as colour, shape or ambience – and immediately links these parameters with matching products from the Manufacturer range. In addition, AI-supported planning can be integrated directly into market-leading software such as Carat, Compusoft or CanvasLogic. Initial drafts can be created in just a few clicks – the specialist retail partner gains time for consultation and detailed planning. In future, it will even be possible to order ready-to-use kitchens. AI by Manufacturer also opens up new possibilities for planning checks: the AI recognises errors in advance, significantly reducing complaints.

E-commerce solutions – ensuring digital visibility

To strengthen their online presence, Manufacturer offers specialist retail partners customised e-commerce solutions: from shop software and content creation to SEO as well as project and performance management. "Our solutions are individually tailored to the needs of each partner," emphasises Dr Dirk Fitzke, Head of IT at Manufacturer.

Möbelnavi – customer acquisition made easy

With Möbelnavi, Manufacturer offers a modern platform that helps kitchen retail partners to reach new customers online – simply, efficiently and without having to invest heavily in their own website. The site, which was specially developed for Manufacturer retail partners, is search engine optimised and ensures that potential customers can find the retail partner quickly and make an appointment directly online. This allows retail partners to benefit from a strong online presence without having to tie up additional time or resources.

In addition to Möbelnavi, Manufacturer offers customised websites that are tailored precisely to the requirements of the respective retail partner.

EDI – efficiency through digital standards

With an EDI rate of 73%, Manufacturer sets standards in digital process optimisation. The standardisation and automation of data transmission minimises sources of error and increases accuracy and reliability throughout all business processes.

EDI does not just simplify the exchange of orders, but also of order confirmations, invoices, payment notifications and delivery notifications. This saves valuable time, reduces costs and relieves the burden on specialist retail partners in their day-to-day business.

In addition, Manufacturer actively supports its partners in the digitalisation of their processes – making it particularly easy to implement new legal requirements such as the e-invoicing obligation or the EUDR regulation.

furnplan – the powerful planning tool at the point of sale

furnplan is the leading sales-supporting planning tool for the bathroom, living room, bedroom, cloakroom, utility room and office areas. It enables precise and efficient furniture planning directly at the point of sale.

As a Manufacturer partner, retail partners not only benefit from access to the software, but also from active support with planning and configuration. This optimises the consultation process and helps with sales – with up-to-date, precise planning data at all times.
All new features in the 2026 collection are already available in furnplan. The Manufacturer Digital Business Solutions team answers questions and offers practical support.

Online planners and web configurators – intuitive tools for end customers

Digital planning applications not only increase reach, but also the quality of advice. Online planners from Cyncly, Carat and CanvasLogic enable detailed 3D planning. Web configurators provide end customers with the opportunity to choose from templates and easily customise them in terms of decor, colour and equipment.

A dedicated Manufacturer tool and the 3D configurator with real-time rendering developed together with eOPUS STUDIO offer maximum visualisation. Projects can be saved, used for consultations or transferred directly to shop systems – a seamless combination of inspiration, planning and e-commerce.

Digital Sales Manual (DSM) – efficient, up-to-date, sustainable

With the 2026 collection, Manufacturer is making its sales manual available in digital form for the fourth time – and in doing so is consistently establishing a pioneering alternative to the classic print catalogue. More than 1,500 retail partners in 30 countries are already accessing the Digital Sales Manual (DSM) and using it successfully in their daily processes.

The DSM offers access to 190 market-specific catalogues in 15 languages – available anytime and anywhere, on stationary and mobile devices with internet access. Thanks to filter and search functions, as well as direct integration into leading planning software, the consulting and planning process is considerably faster.

In addition to increased efficiency, the DSM also offers a clear advantage in terms of sustainability: digital use can significantly reduce the need for printed catalogues in the long term.

In order to accompany the changeover in the best possible manner, Manufacturer supports its retail partners by providing regular webinars and an individual training program that specifically addresses customer needs.

Manufacturer is pursuing the clear goal of continuously expanding the Digital Sales Manual and adapting it to the requirements of the specialist retail – for maximum up-to-dateness, more flexibility and sustainable success.

RMTsoft – cloud-based process optimisation

Together with RMTsoft, Manufacturer offers cloud-based software solutions for planning, merchandise management, warehousing and assembly. The core modules include ATAK, an automatic order control system that reduces complaints by up to 80 per cent, WORKXX for efficient merchandise management and STORAGE for smart warehouse management. The range is complemented by the Mobile Service App (MSA), which enables digital control and seamless documentation of assembly work and is directly linked to the montas assembly network.

Around 6,000 retail partners worldwide already rely on these services.

montas – full-service assembly to combat the shortage of skilled labour

With montas, the assembly and delivery service founded in 2024, Manufacturer is actively addressing the shortage of skilled workers in kitchen and furniture retail. More than 300 trained fitters at 40 bases are responsible for delivery, installation and logistics throughout Germany.

The services range from individual assembly jobs at a fixed price and commercial kitchen assembly jobs with our own on-site construction management to a new delivery service for fitted kitchens, which also includes packaging disposal and installation according to plan on request. Particularly appealing for retail partners: Manufacturer commissions are subject to the exclusive Manufacturer complaint insurance.

Booking is quick and easy: services can be integrated directly via leading planning software or calculated using an online price calculator. montas services are, in principle, available to all manufacturers – but in combination with Manufacturer, there are additional advantages.

Wipoz – the first assembly network in France & Belgium

Wipoz is the first network of independent assembly companies in France and Belgium. With over 1,000 partner companies, Wipoz covers the assembly of kitchens, bathrooms, dressing rooms and other interior equipment. The network also provides support for shopfitting projects, showroom kitchens and large-scale property developments.

The "Métré–Livré–Posé" (measurement–delivery–assembly) service, which is based on Manufacturer logistics platforms, is unique and makes it particularly easy for retail partners to handle – from the order to the final service call. A user-friendly administration interface ensures transparency and efficiency.

Wipoz is also a software solution for managing all assembly activities. It is compatible with common 3D planning and ERP/CRM tools and enables planning, tracking and archiving of all orders – whether from independent fitters, employed teams or partner companies.

The advantage for retailers is clear: time savings in scheduling and more room for the essentials – customer acquisition and customer satisfaction.

Pioneering service for specialist retail

With its Digital Business Solutions, Manufacturer is establishing itself as a leading service partner along the entire value chain. From inspiration and advice to assembly, the company creates digital added value so that specialist retail partners can concentrate fully on their core skills: advising and selling.

Manufacturer will continue to consistently develop its digital services in the future – with the clear aim of relieving the burden on specialist retail partners, tapping into sales potential and significantly advancing digitalisation of the industry.

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