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**HARO turns floor buying into an experience**

**HARO digital! app: The smart way to find your dream floor**

HARO, Germany's leading parquet manufacturer, has become a leader in floor shopping, too. With the app called HARO digital!, the job of selecting products at a HARO partner has been turned into a multimedia buying experience.

**Rosenheim – HARO digital! app revolutionises shopping for dream floors.** Many home builders/renovators are quite familiar with the problem: It takes a long time and many trips before they can settle on the right premium flooring for their upcoming renovation or new construction project. It is not just the huge selection that makes the job so torturous. The broad range of formats and features of different floors also does its part to complicate the process. HARO retail partners are now putting an end to this pain. The new app HARO digital! turns the selection process into pure pleasure. The new app combines tactile and attractive display samples with a digital information and experience world that covers all aspects of the selected product.

**See and feel a sample, learn about it and receive an offer**

As always, your HARO retail partner will have a large selection of true-to-original samples that will provide an optic and tactile impression of the desired floor. The new HARO digital! app will particularly come in handy if you want to compare a number of different floors and receive a large number of details about them. You can also use the app to visualise the effect that the selected floors create in a room and to see them installed in a room.

This completely new type of customer assistance will enable your HARO retail partner to draw on product and installation information,

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product videos and tutorials and to create a package of relevant information for you in just a few clicks. And the retailer can do so for the entire HARO product range. If you like, the app can even prepare an offer for you right on the spot. It has never been easier to find premium flooring that will fit perfectly into your home so quickly. Once you have found your dream floor, the app will enable you to find exactly the right accessories in just a few clicks. The selection process becomes a shopping experience as a result.

**The dream-floor assistance provided by HARO digital! means one thing for you:**

- Greater selection provided by access to the entire HARO product range
- Exact and fast comparisons of different premium floors
- Immediate offer preparation
- Multimedia information provided by product videos and tutorials
- The easiest selection of perfect accessories
- Documentation of the customer assistance you received
- A true shopping experience created by the virtual reality floor presentation

Experience the completely new way to find your dream floor and profit from customer assistance that is unlike anything you have seen before. Available now – at your HARO retail partner. ■



*With the app HARO digital, the job of selecting products at a HARO partner becomes a multimedia shopping experience.*

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With the floor covering brand name "HARO", Hamberger Flooring GmbH & Co.KG in Stephanskirchen near Rosenheim has grown to become the German market leader for parquet floors and can now look back on over 60 years of experience in producing parquet. In addition to its Flooring division which offers parquet, cork and laminate floors as well as the somewhat different Celenio wooden floor and healthy living style Disano design floor, the Hamberger group of companies also incorporates the Sports Flooring, Sanitary, Retail and Farming and Forestry divisions. Hamberger was certified according to DIN EN ISO 9001 as early as 1995, followed in 1998 by the certification of its environmental management system according to DIN EN ISO 14001. The new energy management system was integrated successfully in the existing environmental management system in 2013 with certification according to DIN EN ISO 50001:2011. Hamberger has been certified according to PEFC since 2002. The PEFC seal provides proof that the raw materials from which Hamberger products are manufactured are sourced from certified, sustainably managed forests. Founded in 1866, the company is today managed by Peter Hamberger and Dr Peter M. Hamberger, in the fourth and fifth generations. With 2,700 employees, the group of companies achieves an annual turnover of approx. 325 million euros (31/12/2018). The export share of the company's business is 50%, with export being made to over 90 countries around the world. Further information is available at [www.haro.com](http://www.haro.com)

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