**Delving into the item product world**

 **Better overview, quicker selection – the item Online Shop is now even more user-friendly**

**Finding the products you need is child’s play with the new item** [**Online Shop**](https://www.item24.com/shop)**. The portfolio has been restructured based on areas of application. By making it possible to narrow down the suitable components, filters simplify the process of selecting the appropriate product.**

item has redesigned its Online Shop and has once again made life much easier for users, who will now find products and solutions much faster. The various topic areas on the homepage are more clearly structured. New categories such as [doors and hatches](https://www.item24.com/en-de/doors-and-hatches) and [machine cabins](https://www.item24.com/en-de/machine-cabins) have also been added. “We have based our approach very much on the needs of users,” says Christian Thiel, Product Manager Digital Services at item. “They are guided through the categories in a targeted way, with filter functions speeding up the selection process,” he adds. As a result, users will quickly find the appropriate product for the relevant application in the comprehensive item product portfolio. Each category now also includes a list of [sample solutions](https://www.item24.com/en-de/work-benches/sample-solutions) that can be ordered straight away or used as a design template. These basic solutions can be adapted to meet any requirements using the online tools incorporated into the shop, such as the item Engineeringtool and the Work Bench Configurator.

**All product information in one place**

Having made their selection, users first see a large picture of their chosen product. With just a click or a tap, they can also call up the technical drawing and an example application in the construction profiles section. All the necessary technical information is provided in a clear table format underneath the picture of the product. This includes technical data with comprehensive dimensions, together with a product description, an overview of possible product variants, specific example applications, the Deflection Calculator and CAD data to download. Thanks to the new product families, users can easily configure all product variants. In the case of profiles, for example, they specify the colour, nominal length, design and groove type, and then immediately get a customised price. The clearly structured detailed product pages thus offer a quick price comparison. The item Academy topics will also be incorporated in the future, giving users direct access to all product information. The shop system is international, and is available with immediate effect in Germany, France, Switzerland, Italy, Poland and Belgium.

To sum up, the new item Online Shop is the perfect combination of product catalogue, online tools and sample solutions. The clear, user-friendly design will not just benefit users who are familiar with item, but also those who are new to the world of modular building kit systems.

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**Caption 1:** The structure of the new item Online Shop is based on areas of application and is now even clearer and more user-friendly.

**Caption 2:** Filters speed up the selection process to find the desired product.

**Caption 3:** Thanks to the new product families, users can easily configure all product variants. In the case of profiles, for example, they specify the colour, nominal length, design and groove type, and then immediately get a customised price.

**About item**

item Industrietechnik GmbH is the pioneer in building kit systems for industrial applications and a partner of the manufacturing industry across the entire globe. Today, the item product portfolio comprises more than 4500 high-quality components designed for use in machine bases, work benches, automation solutions and lean production applications. The company has received a string of awards for products with ground-breaking industrial design and end-to-end ergonomics.

item is spearheading digital engineering by driving forward the digitalisation of processes with software tools developed in-house. The item Academy offers training at various levels, with on-demand training and online courses available in multiple languages.

Headquartered in Solingen, Germany, item has subsidiaries in various countries. Some 900 employees worldwide harness their know-how and passion to develop innovative solutions and services. Twelve sites make sure the company is always close to customers in Germany, with a global logistics chain ensuring swift delivery times for all components.

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