

Diehl Metall launches virtual showroom

The new digital brand world of Diehl Metall offers an innovative way to explore products and technologies interactively and virtually via the web browser.

The 3D platform was launched back in 2021. At that time, it was still a digital trade fair booth that was originally intended to be an alternative to the trade show experiences that were cancelled due to Covid-19. Today, the platform shines in a new design and holds promising features. The application is an impressive addition to the corporate website in virtual space.

Interactive information panels provide visitors with further explanations of product innovations, forward-looking technologies and individual concepts for a wide range of applications. In addition, the virtual showroom offers insights into the company profile as well as an overview of trade show dates and trend topics.

The digital brand world is a living project and will be expanded step by step. Next, the existing exhibition areas of the strategic business segments will be further filled with content. Stay tuned for more insights into our company in the future.

Visitors from all over the world are invited to navigate through the virtual environment:
<https://www.diehl-metall-virtual-brand-space.com/>

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About Diehl Metall:

Diehl Metall is a Corporate Division of the Diehl Group founded in 1902 (sales: 2.9 billion euros, employees: 16,866) and has its headquarters in Röthenbach a.d. Pegnitz near Nuremberg. The company offers a broad spectrum of innovative products and technologies in the area of metal processing. In a global production network with locations in Europe, Asia, South America and the US, Diehl Metall develops application-oriented solutions for international customers.

The company assumes responsibility in the area of climate and resource protection, and places great value on recyclable alloys and composite materials. To fulfil this responsibility, Diehl Metall relies on technically optimized production processes and directs its innovation activities toward future trends.