

New portal and online shop for acousticians – bachmaier relaunches expert world

Bischofswiesen, 14.03.2024 - bachmaier announces the relaunch of its new online shop, **bachmaier expert world**. At pro.bachmaier.de, a portal goes live that offers much more than just shopping: It completely redefines the digital shopping experience for hearing care professionals. With features such as product comparisons, the quick order function, an intuitive search function and fast loading times, the website sets new standards in online retail.

Discover product variety

The newly designed expert world is characterised by an innovative user interface that enables easy navigation through the wide range of customised products such as earmoulds, hearing protection and in-ears, as well as a variety of accessories. Sophisticated functions such as product comparisons and a quick order option, which provides an overview of production times with just one click and leads directly to the desired order form, offer an unrivalled user experience and clearly set the platform apart from conventional online shops for acousticians.

Fast and high-performance

Technologically, the website is state of the art: short loading times, a high-performance structure and optimised search engine adaptation are just some of the aspects that were the focus of the design. The improved search function makes it possible to find the desired product quickly and easily without having to click endlessly. Designed to offer outstanding performance on both desktop and mobile devices, the relaunch guarantees a seamless and user-friendly shopping environment.

Smoother ordering process

"Our aim was to create a platform that not only impresses with its variety of products, but also with its exceptional user-friendliness," explains Fabian Kubicke, CEO of bachmaier. "With the new expert world, we are offering an intuitive shopping experience for hearing care professionals that is precisely tailored to their individual needs. The optimisation of the ordering process with functions such as Quick Order, the provision of daily updated production times and the improvements in the customer account underline our commitment to reshaping online retail in the hearing care industry."

Seamless transition

Existing customers of the company can look forward to a smooth transition, as their access data will remain unchanged and access to the new expert world will be uncomplicated.

Hearing innovations from the Alps

bachmaier GmbH, based in Bischofswiesen, is a developer, manufacturer and service provider for hearing-related products. With a total of 55 employees, the company has been developing and producing customised products for the hearing aid industry, the hearing protection sector and the music industry for over 30 years. bachmaier now has production facilities in Germany and Hungary and supplies professional equipment to acousticians, hearing protection manufacturers and earmold laboratories throughout Europe.

More Infos: <https://pro.bachmaier.de/en/>

* Persons of all genders are always meant; for ease of reading, we only use the masculine form.

Press contact bachmaier GmbH

Anne Hotzler (Marketing/PR)

+49 (0) 170 830 5999

a.hotzler@bachmaier.de

Photo:

The company bachmaier presents the new professional world - platform and online shop for acousticians.



Photo credit: bachmaier[®]

bachmaier GmbH | Am Pfaffenkogel 4 | 83483 Bischofswiesen | Germany
office@bachmaier.de | +49 8652 655320 | bachmaier.de



/bachmaier.de

Bis über beide Ohren.