

REFLEXA-WERKE ALBRECHT GMBH

PROJECT

The new B2B web shop based on SAP Commerce Cloud & SAP Product Configuration reduces process costs and increases customer satisfaction.

HIGHLIGHTS

Variant configuration offers customers a digital, transparent and convenient shopping experience and noticeably reduces the workload of the office staff.



INDUSTRY	Consumer goods
PRODUCTS	Privacy and sun protection
REVENUE	45 million €
EMPLOYEES	Approx. 300
HEADQUARTERS	Rettenbach // Germany