



Built to quality, extended and adapted to a special market:

## “Experts in Motion” Launches a White Label Shop Based on Intershop

### About Schmiderer & Schendl

The Schmiderer & Schendl Gesellschaft mbH & Co. KG is an Austrian company based in Mehrnbach. It is a sales partner of **Dusyma Kindergartenbedarf GmbH** and has been in the market for over 40 years. Its products are diverse and designed for the targeted care and support of children and seniors in everyday life. They include toys, therapeutic materials and functional furniture and furnishings. The majority of the products are not only creative activity materials, but also cognitive, motor and didactic support materials to playfully stimulate the sustainable growth of their users.

[www.sch-und-sch.at](http://www.sch-und-sch.at)



### With all senses

Schmiderer & Schendl pay special attention to reliable partnerships, fair prices and conditions, quality and flexibility as well as committed employees. With this in mind, the company's motto is innovation, quality and experience.

The company emphasizes the design of interiors in order to promote educational processes and increase the feel-good factor. From light and color design, through acoustics, to high-quality learning and toys, the products should appeal to all users' senses.

Theme worlds assist in the selection: Products for nurseries/kindergartens, schools/afternoon care, helping & supporting, parents and seniors. For the young users, the materials are designed for playful stimulation and development, the others are mostly logic and activity materials that can support not only the mental fitness of seniors but helps easing also the everyday life of nursing staff.

### New target market, familiar presentation

Schmiderer & Schendl's goal was to strengthen digital sales in Austria with an online shop in which they could offer the complete range of products for sale. The functionality and the already existing e-commerce processes of Dusyma were to be reused and adapted to the special requirements of the Austrian market as well as to own business needs.

A special concern was also that both the sensory appeal and the company's typical division of products into different topics in the online shop were striking.

### Intershop's multi-client solution

After the website and online shop of Dusyma Kindergartenbedarf GmbH had been successfully relaunched by **Experts in Motion** using Intershop Commerce Management 7.7 (ICM), the partner was also entrusted with the implementation of a white label shop for additional clients and new markets.

This approach enabled Schmiderer & Schendl to sell both Dusyma and their own products online in the Austrian market. In addition to innovative toys and activity materials, the shop also includes a broad range of furniture, some of which can also be custom made after individual consultation and advice.

### Adaptation to the Austrian market

Some of the customer-specific adjustments for the Austrian market were configured in the Intershop Commerce Management. The technological extensions were based on a separate sales channel and customer-specific modules for the white label shop. This includes catalogs, articles, product descriptions, as well as all functions specific to the Austrian online shop, such as the customer account, product number search with promotional numbers, a separate freight cost calculation, a specific possibility of credit card payment, the topics specific to the Austrian market and a search for target groups.

An interface to Microsoft Navision ERP was also created for Schmiderer & Schendl's online shop.

The technical solution approach chosen for the system will enable the Austrian medium-sized company to benefit from functional extensions of the Dusyma system in the future as well, to further optimize and to yet expand its own product range.

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