

A Virtual Tour to the Dutch TÜV Rheinland Labs



Get an impression of the TÜV Rheinland labs in the Netherlands with 360° views on your PC, laptop, tablet or smartphone. It is easy to check out the labs at their historic location.

The virtual tour is now **available, 24 hours per day, worldwide.**



Based worldwide, our customers are always welcome to come and visit our brand new labs, but might have to come a long way to reach us. To serve all of these customers, we created a virtual tour through TÜV Rheinland labs in the Netherlands. A Google certified photographer went through the whole building and captured a 360° view every 5 meters. The result is that we are able to show where we test our products, and the equipment we use. Customers can virtually walk through our building and see among others the entrance, the wheelchair lab and our glass labs.

THE BENEFIT OF THE VIRTUAL TOUR

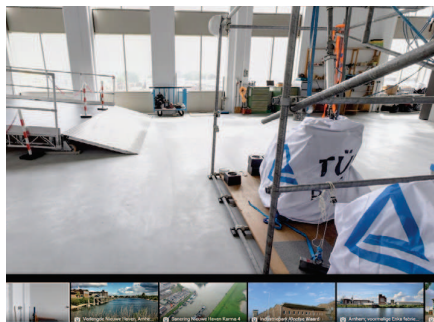
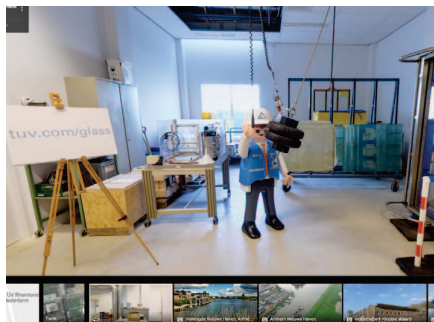
“We created the tour to show our new labs to all of our customers” says Marijn Krijger, marketing manager at TÜV Rheinland Nederland. “It implies too much effort and costs to ask our medical and glass customers, based all over the world, to travel to the Netherlands for an hour-long tour” he continues. Therefore, the creation of a virtual tour was proposed. What actually happens is that when the tour is mentioned on the phone or in an e-mail conversation, the sales representative or engineer virtually walks through the lab where the products are tested. This helps create transparency and trust.

“We will start promoting the virtual tour in mailings for customers, on social media (LinkedIn), push it to news agencies and in personal mails from sales reps and engineers to customers and internally in newsletters” concludes Marijn Krijger, leading this initiative. ◀

THE BUILDING AND THE MOVE

In 2016 TÜV Rheinland Nederland moved most of its activities to Arnhem. Building SB of the complex at Industriepark Kleefse Waard was battered in World War II, but could be rebuilt due to its solid foundation. With the sustainable redevelopment, the building has been returned to its original design. The ground floor is a place for laboratories and the first floor is used as hall for wheelchair testing.

The utilization of the 4,600m2 building is remarkable. Where management was first at one location and the labs at another, TÜV Rheinland has since centralized several services in one place. The TÜV Rheinland Nederland expert center for glass and wheelchair testing is at home in the new space.



You can take the virtual tour [here](#).



Questions? For more information, contact:
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