



FOR IMMEDIATE RELEASE

Dein Konfigurator Joins NKBA Global Connect Subscription Program

German configuration software company brings innovative and unique high-end capabilities to North American Market

Hackettstown, NJ - (May 4, 2022) — The [National Kitchen & Bath Association \(NKBA\)](#), representing nearly 50,000 North American kitchen and bath industry professionals and the owners of the Kitchen and Bath Industry Show (KBIS), announces its newest NKBA Global Connect Program Member: Dein Konfigurator GmbH, a touchscreen-based, interactive communication software company.

Developed from the user's point of view, Dein Konfigurator configuration software solutions are dedicated to helping manufacturers communicate information interactively, helping salespeople grasp end customer needs efficiently and creating an incredible experience for the designer and end customers. Located in Zuelpich, Germany, close to Cologne, Dein Konfigurator has 25 employees, and 1 Branch in Shanghai. The firm currently features more than 75 manufacturers on the platform, serving over 8,000 users worldwide.

“North America is a large market with many different market participants. The most important criterion of our product development is that our software solutions must satisfy the market needs,” shared Albrecht Arenz, Dein Konfigurator Spokesperson. “At the same time, the software should solve our clients’ pain points and be easy for them to use.”

At the KBIS 2022, Dein Konfigurator presented for the first time the software Digital Sales Manual in North America and received a huge amount of positive feedback from visitors. With the help of this solution, manufacturers can not only reduce incorrect orders and complaints but also communicate new products and prices with designers and salespeople faster. Furthermore, Dein Konfigurator is also committed to paying attention to its own and others' sustainable practices, reducing partner carbon footprints wherever possible. The use of this digital catalog helps manufacturers reduce negative environmental impacts like natural resource consumption and air pollution from transportation.

“As a member of AMK (Germany, China, USA) and now also of NKBA Global Connect, we believe that we have two strong partners who will support us in entering the North American market,” said Arenz.

The NKBA Global Connect Subscription program offers a robust package of resources and connections to help international brands enter the North American kitchen and bath marketplace. Access to industry experts, proprietary NKBA market data, North American design and construction insights, VIP events and networking programs give NKBA Global Connect

Subscribers a unique view into the market *before* they commit to launching. For more information on NKBA Global Connect please contact globalconnect@nkba.org.

“We are so pleased to welcome Dein Konfigurator into the NKBA Global Connect program,” said Suzie Williford, EVP and Chief Strategy Officer of NKBA. “We have built an outstanding program, designed to help marketers navigate the vast North American kitchen and bath market, and it’s gratifying to see it embraced.”

To learn more about Dein Konfigurator, visit <https://www.dein-konfigurator.de/>

About NKBA Global Connect

The NKBA Global Connect goal is to expand the visibility of the NKBA and the Association’s premier trade show event — the Kitchen & Bath Industry Show (KBIS) — internationally with design professionals, brands, influencers and other industry constituents. The initiative is designed to facilitate discussion on conducting business and participating in trade development events in North America and, conversely, in Europe and beyond for North American brands looking to extend their global footprint.

About the National Kitchen & Bath Association and the Kitchen & Bath Industry Show

The National Kitchen & Bath Association (NKBA) is the not-for-profit trade association that owns the Kitchen & Bath Industry Show® (KBIS), as part of Design & Construction Week® (DCW). With nearly 50,000 members in all segments of the kitchen and bath and design and remodeling industry, the NKBA has educated and led the industry since the association’s founding in 1963. The NKBA envisions a world where everyone enjoys safe, beautiful and functional kitchen and bath spaces. The mission of the NKBA is to inspire, lead and empower the kitchen and bath industry through the creations of certifications, specialty badges, marketplaces and networks. For more information, visit www.NKBA.org or call 1-800-THE-NKBA (843-6522).

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