



Subscribe
Fast -N- Easy



LinkedIn
Join us



Twitter
Follow us



Facebook
Like us



MICHAEL GOLDSTEIN
Gear Technology Library



search

Search by Author [here](#)

Buehler Launches Video Portal



LinkedIn



Twitter



Email



More

August 20, 2020

Buehler is focusing on delivering video demonstrations for customers. Over the last few years, the firm had partnered with key customers to create innovative products that solve sample preparation challenges and increase throughput in manufacturing. Due to the COVID-19 travel restrictions, Buehler realized that they needed to continue to deliver product information but in a more shareable yet visual way. So, the company's material scientists and product managers, led by Gauffrey Brown, the company's brand identity manager and video expert, ramped up video production and produced over 30 videos in three months.

Brown explained, "We need to develop materials for our customers during a time when travel was reduced. So I developed a way to expedite the development of videos globally. Now team members throughout the world can develop video content simultaneously and customers can learn about Buehler and metallography."

To help customers learn more about the new machines and see how they can improve their lab, Buehler created demonstration videos and quick how-to videos. To show the difference that Buehler consumables make, process videos were also developed. With this added knowledge, customers enjoy both savings in time and expenditures. The new products assure consistency, reliability and repeatability in the sample preparation process.

According to Matthew Callahan Buehler's global product manager, "Since Buehler started delivering these videos in April, I have noticed higher customer engagement in a virtual setting which also includes online demonstrations, consultations, webinars and sales presentations. Customers are enjoying learning about their equipment and realizing everything that a new Buehler machine can offer."

The videos show action with saws, mounting presses, grinder/ polishers, and hardness testing along with consumables. They are listed by language and can be sorted by product and use. This has made a big difference for quality conscious heat treaters, metal fabricators and other manufacturers. In addition, Buehler's most recent product introductions of the AbrasiMet M and AbrasiMet XL Pro abrasive saws and the SimpliVac castable vacuum system have been very well received after video review.

For more information:

Buehler, an ITW Company

Phone: (847) 295-6500

URL: <https://www.buehler.com/videos.php>



Gauffrey Brown, Brand Identity Manager

ADVERTISEMENT

PLACE YOUR AD HERE ▾



RECENT ARTICLES

FIND MORE ARTICLES ON

RECENT NEWS



IMTS Digital Technology Showcase: Gleason Corporation

August 20, 2020



IMTS Digital Technology Showcase: Klingelberg

August 19, 2020



IMTS Digital Technology Showcase: Bourn & Koch

August 18, 2020



GWJ Technology Extends Calculation of Planetary Gear Stages

August 17, 2020



IMTS Digital Technology Showcase: EMAG

August 14, 2020