



The brands of the BPW Group:



NEWS Trailer

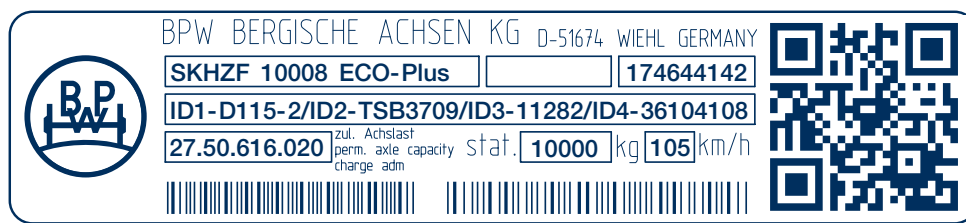
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QR code of BPW makes spare parts identification easier!

From the 1. of August, BPW will equip each axle from Wiehl and Hungary with a QR code on the name plate.

For BPW, the QR code is an important link between physical products and digital information. The name plate will be visible on the axle clearly.



By scanning the QR code with conventional mobile devices such as tablets or smartphones, it is possible to find the right spare parts lists, workshop manuals and assembly and operating instructions within seconds. The BPW QR code application is intuitively operable and follows the look & feel of online shops.

The application is clearly structured and provides the user with the areas „Spare Parts“ and „Manuals“.

The „Spare Parts“ section contains spare parts lists and provides detailed information on individual parts. The user is supported by numerous illustrations, such as exploded views and individual part pictures. The „Manuals“ section also provides further information, such as workshop manuals. All information is available for download or can be sent by e-mail.

The application is currently available in 6 languages.

The language selection is made automatically through the browser settings, but can be individually set by the user through a selection menu.

At the start, BPW relies on state-of-the-art, future-proof technologies, which in the next steps will be expanded with further features such as workshop films.

BPW creates added value for vehicle operators and workshops - an important step towards digitalization – for an efficient transport in a convenient and contemporary way.

