

CASE STUDY



QUOTE.
VISUALIZE.
ORDER.



THE CLIENT

EAB is a leading European manufacturer of material handling systems, offering everything from pallet racking and shelving to deep storage, cantilever, mezzanine and automated warehouse solutions. Their comprehensive product range serves customers across industries—but that breadth came with complexity.

THE CHALLENGE

Material handling systems require absolute precision. Whether configuring deep storage, mezzanines, or pallet racking, every frame, beam, and dimension must follow exact engineering logic. There's no room for "good enough"—a 90% accurate solution means 100% risk for customers.

But precision alone wasn't enough. EAB needed to help customers understand what they were buying across their entire product range. Complex configurations were difficult to visualize and explain. Sales conversations got bogged down in technical details. New employees still needed months of product training to become productive.

The gap wasn't in engineering knowledge—it was in bringing that knowledge to life in a way that worked for both sales teams and customers.

THE SOLUTION

NorrLab worked directly with EAB's engineers to build a CET-based solution that captures their engineering algorithms across all product lines while adding powerful 3D visualization capabilities to their configurations. The system encodes exact logic for frame setup, automatic dimensioning, and configuration rules—all presented in an intuitive 3D environment.

The platform is a one-stop solution: 3D visualization, automatic quote generation, BOMs, installation drawings, and direct ERP integration—all driven by the same engineering logic that guarantees accuracy.

THE IMPACT

EAB has a modernized technology where complete project specs generate automatically across their entire product portfolio. Sales teams work in 3D, giving customers clear visualization of what they're buying and instant BOMs. Installation drawings auto-generate with precision.

New employees get productive faster. The system doesn't just automate—it makes decades of product knowledge visible and accessible.

"WE CHOSE NORRLAB BECAUSE WE NEEDED A PARTNER WHO TRULY UNDERSTOOD OUR PRODUCTS. THE PERSONAL TRUST AND TECHNICAL EXPERTISE MADE ALL THE DIFFERENCE."
— EAB TEAM

NORRLAB