



Case Study RIEDEL Glas

RIEDEL Glas GmbH

Founded: 1756
Headquarters: Kufstein, Austria
Industry: Glassware Manufacturing
Employees: 1,100

Partners:



The company

Wine connoisseurs and enthusiasts around the globe prefer to drink their favorite vintages from RIEDEL glassware. This traditional European manufacturer with global sales produces around 50 million glass products each year, many of which have won design awards, including the distinguished Pratt Legend Award.

The challenge

RIEDEL's global expansion placed significant demands on communication, ordering methods and sales. The old commerce structure had to be rearchitected with a view to the future – it was time to build a new platform that could fulfill multiple requirements.

The solution

With the implementation of the commercetools platform and its library of individual microservices, three previously separate sites – the B2C webshop, the B2B shop for catering establishments and the brand's website – now function as a single unit on a global scale. Implemented as a best-of-breed or so-called "headless commerce" approach the platform can be efficiently managed on a global level.

The result

Following the relaunch in 2018, RIEDEL has been working with the new system all over the world. Since then, RIEDEL is using the commercetools platform to innovate with commerce, continuously delivering amazing experiences for their direct, as well as retail customers.

