

# PARTcommunity Social Community

## The Concept

The PARTcommunityportal is an established platform concerning the transfer of knowledge around design and engineering. Our active members use PARTcommunity to exchange specific field information amongst each other.

## The Scope (international)

**Page Impressions:** 305,000 per month

**Visits:** 115,000 per month


**Traffic Rank:** 53,357 worldwide  
(lt. Alexa.com, status 05/2016)

**Registered Users:** > 200.000

## The Target Group

PARTcommunity is the international platform for engineers, designers, technicians, buyers and top decision makers in the mechanical engineering, automotive, ship-building, electronic, electrical engineering and building industries.

(status 05/2016)



The screenshot shows the PARTcommunity website interface. At the top, there is a header with the PARTcommunity logo, a language selector (German flag), and a 'Legal notice' link. Below the header is a navigation bar with links: COMMUNITY, 3D CAD KATALOGE, PDF KATALOGE, 3D SHARE, MAKE OR BUY, NEWS, KONTAKT, SUPPORT, and SUCHE. The main content area is titled 'Übersicht' (Overview) and features several sections:

- Login:** A section with input fields for E-Mail-Adresse and Passwort, an 'Einloggen' button, and a 'Kostenlos Registrieren' link.
- Empfohlene Aktivitäten:** A grid of recommended activities including '3D CAD Teile Download', '3D Printing & Sharing PARTcloud', 'PDF Kataloge', 'Gruppen', 'Filter & Assistenten', and 'Make or Buy'.
- Suche:** A search bar with a 'Suche' button.
- 95 Members Online:** A section showing online members with profile pictures.
- Netzwerk Statistiken:** A section displaying various statistics: 223.616 Members, 957 Friendships, 43.425 Posts, 4.656 Comments, 450 3D CAD Catalogs, 188 3D BIM Catalogs, 3.518 3D User Models, 424 Events, 11.524 Pins, 2.463.647 Pin Views, 8.401 Dictionary Words, 637 Videos, and 2.528 PDF Catalogs.
- Advertisements:** Several banners for products like 'ACE ZEIGT, WIE ES GENT' and '17. Industry-Forum'.

At the bottom, there is a section for 'Neueste Aktivitäten' (Latest Activities) and a 'CADENAS Jobs' section with a job listing for 'Vertriebsmitarbeiter / Key Account Manager'.

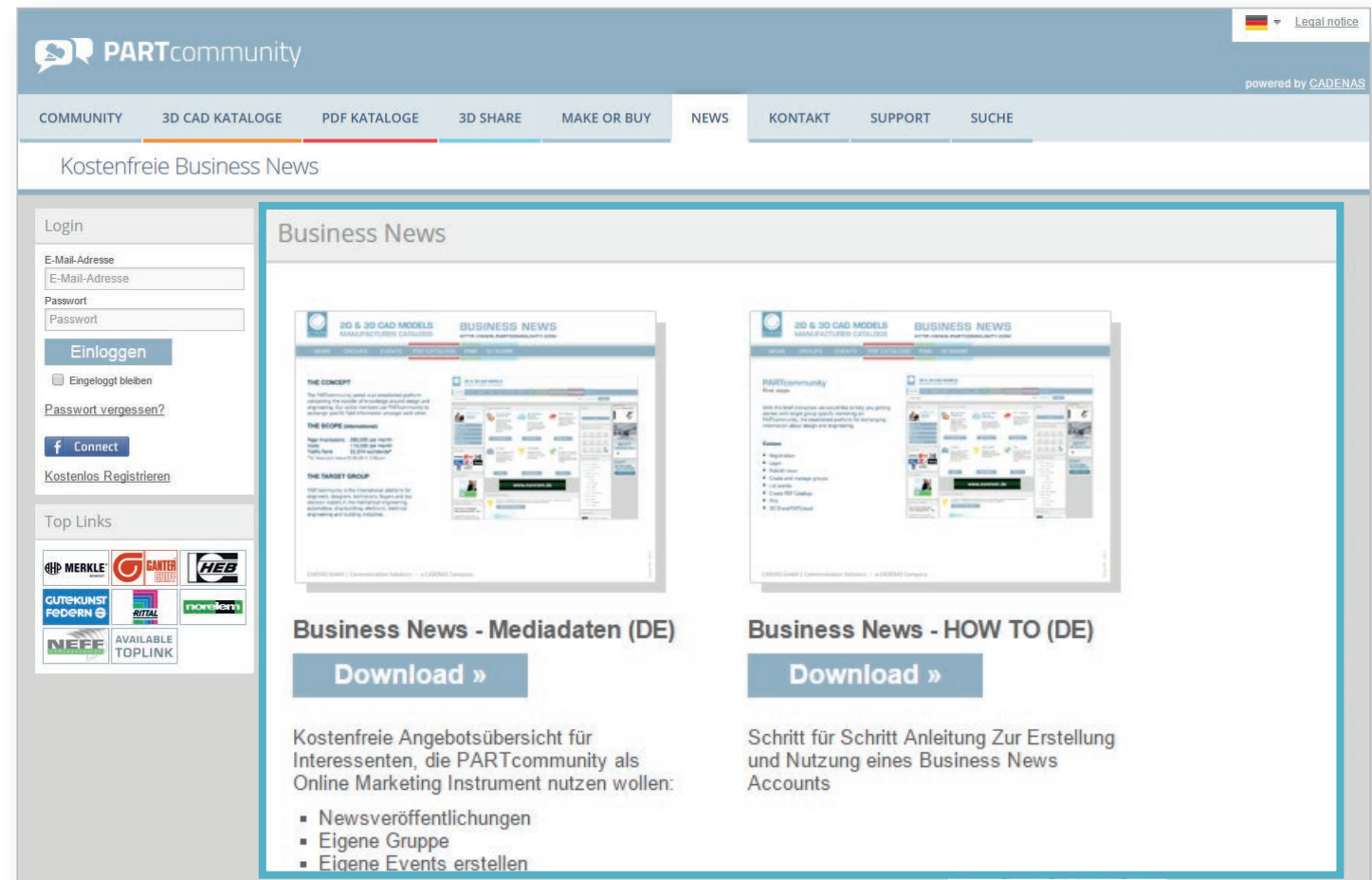
# PARTcommunity Business News Package

## Package content

- News & Press releases
- Groups
- Events
- Upload of PDF catalogs
- Pins
- 3D Share / PARTcloud

## Costs

This offer is free of charge.



The screenshot displays the PARTcommunity website interface. At the top, the header includes the PARTcommunity logo, a navigation bar with links like COMMUNITY, 3D CAD KATALOGE, PDF KATALOGE, 3D SHARE, MAKE OR BUY, NEWS, KONTAKT, SUPPORT, and SUCHE, and a 'powered by CADENAS' badge. A 'Legal notice' link is also present in the top right corner.

The main content area is titled 'Kostenfreie Business News'. On the left side, there is a login section with fields for 'E-Mail-Adresse' and 'Passwort', an 'Einloggen' button, and a 'Kostenlos Registrieren' link. Below the login section, there are 'Top Links' featuring logos for various companies like MERKLE, GANTER, HEB, CUTKUNST, FEDERN, RITAL, FLORENZ, and NEFF, along with 'AVAILABLE TOPLINK'.

The central part of the page features two main promotional cards for 'Business News':

- Business News - Mediadaten (DE)**: This card includes a 'Download »' button and a description: 'Kostenfreie Angebotsübersicht für Interessenten, die PARTcommunity als Online Marketing Instrument nutzen wollen:'. Below this, it lists three bullet points: 'Newsveröffentlichungen', 'Eigene Gruppe', and 'Eigene Events erstellen'.
- Business News - HOW TO (DE)**: This card includes a 'Download »' button and a description: 'Schritt für Schritt Anleitung Zur Erstellung und Nutzung eines Business News Accounts'.

At the bottom right of the screenshot, there is a small text line: 'Linear Featured in Design World April 17'.

# PARTcommunity News & Press releases

Publish your press releases on PARTcommunity.  
See who is interested in your publications.

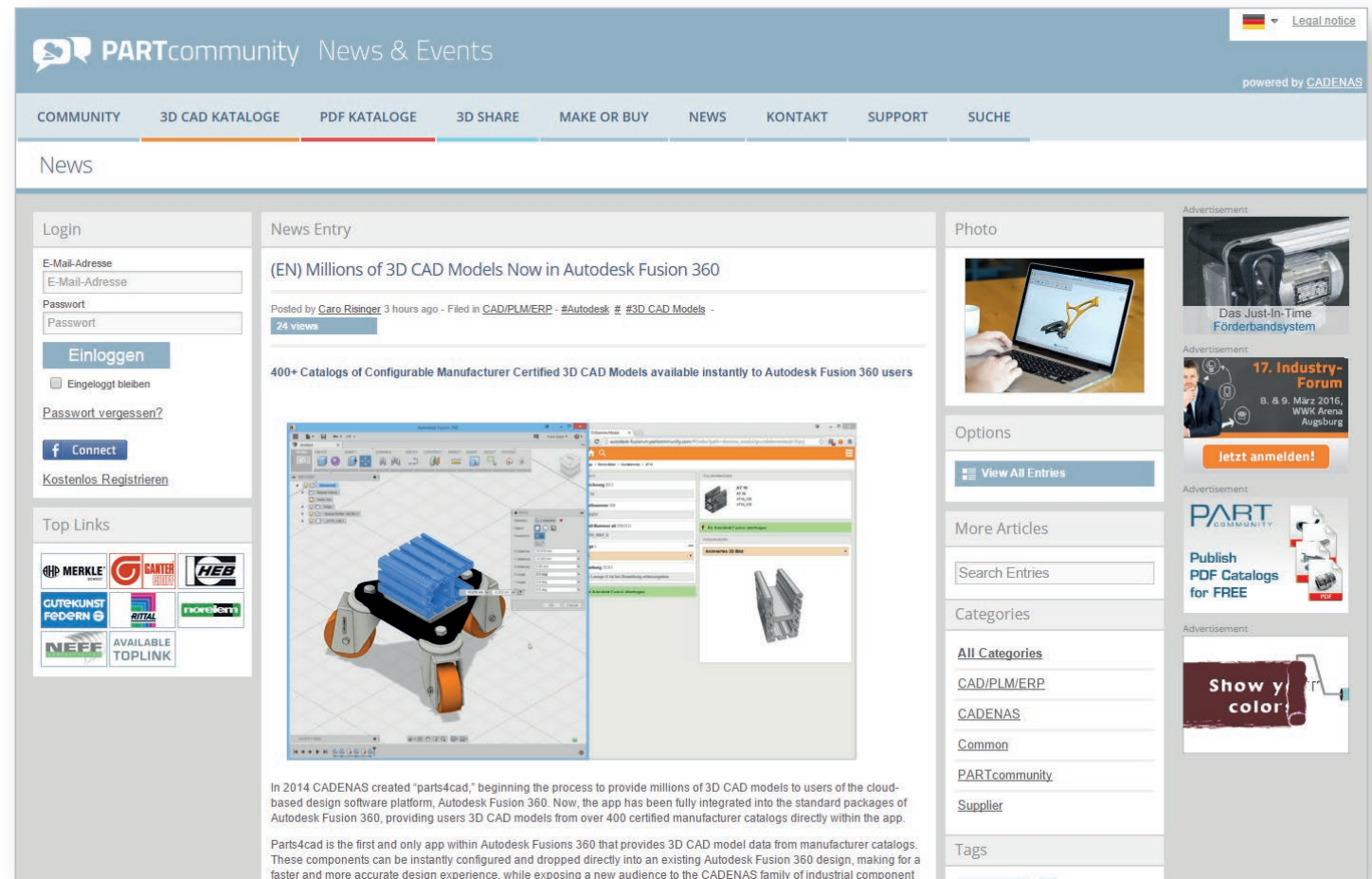
## Criteria for publication:

- Adherence to general press code
- Adherence to the guidelines mentioned below
- Max. 3 publications per day

## Guidelines:

- No advertisements
- Do not address readers directly
- No call to action
- No exclamation marks
- No questions
- Continuous text only, no catchwords
- Complete address of company
- No discrimination or offense

You like to place advertising texts or keywords in your posts? Write an e-mail to [marketing@canvas.de](mailto:marketing@canvas.de).



The screenshot shows the PARTcommunity News & Events website. The header includes the PARTcommunity logo and navigation links: COMMUNITY, 3D CAD KATALOGE, PDF KATALOGE, 3D SHARE, MAKE OR BUY, NEWS, KONTAKT, SUPPORT, and SUCHE. A German flag and 'Legal notice' link are in the top right, along with 'powered by CADENAS'.

The main content area is titled 'News' and features a 'News Entry' section. The entry is titled '(EN) Millions of 3D CAD Models Now in Autodesk Fusion 360' and is posted by Caro Risinger 3 hours ago. It is categorized under CAD/PLM/ERP, Autodesk, and 3D CAD Models, with 24 views. The entry text states: '400+ Catalogs of Configurable Manufacturer Certified 3D CAD Models available instantly to Autodesk Fusion 360 users'. Below the text is a screenshot of the Autodesk Fusion 360 interface showing a 3D model of a blue and orange mechanical part.

The left sidebar contains a 'Login' section with fields for E-Mail-Adresse and Passwort, an 'Einloggen' button, and links for 'Einloggt bleiben' and 'Passwort vergessen?'. There is also a 'Kostenlos Registrieren' link and a 'Connect' button. Below this is a 'Top Links' section with logos for MERKLE, GUTEKUNST FEDERN, NEFF, and AVAILABLE TOPLINK.

The right sidebar includes a 'Photo' section with a laptop image, an 'Options' section with a 'View All Entries' button, a 'More Articles' section with a search bar, and a 'Categories' section listing All Categories, CAD/PLM/ERP, CADENAS, Common, PARTcommunity, and Supplier. There is also a 'Tags' section.

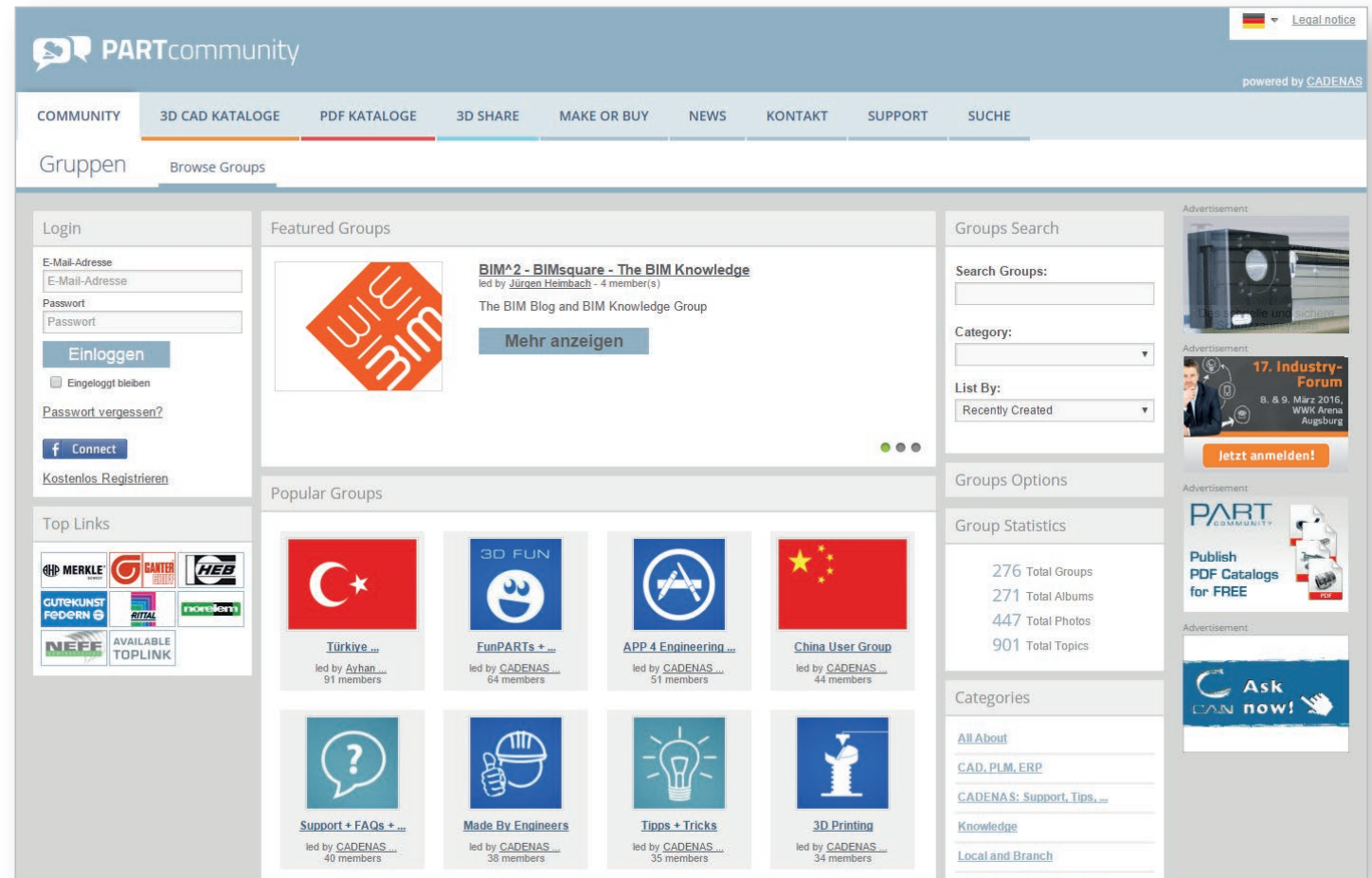
On the far right, there are several advertisements, including 'Das Just-In-Time Förderbandsystem', '17. Industry-Forum', and 'Show your color'.

# PARTcommunity Groups

Get direct contact to developers, engineers and purchasers and start your own group on PARTcommunity.

## Present your company and your products with many interesting features:

- Comments and use case examples
- Photos, Photo albums and video linking
- Direct communication with customers and prospects
- Upload of PDF catalogs
- Group events



The screenshot displays the PARTcommunity website interface. At the top, there is a navigation bar with the PARTcommunity logo and a language selector (German flag). Below the navigation bar, there are tabs for COMMUNITY, 3D CAD KATALOGE, PDF KATALOGE, 3D SHARE, MAKE OR BUY, NEWS, KONTAKT, SUPPORT, and SUCHE. The main content area is titled 'Gruppen' and 'Browse Groups'. It features a 'Featured Groups' section with a large group listing for 'BIM^2 - BIMsquare - The BIM Knowledge' led by Jürgen Heimbach. Below this is a 'Popular Groups' section with a grid of group listings, including 'Türkiye...', 'FunPARTs +...', 'APP 4 Engineering...', 'China User Group', 'Support + FAQs +...', 'Made By Engineers', 'Tips + Tricks', and '3D Printing'. On the right side, there is a 'Groups Search' section with a search bar and filters for Category and List By. Below the search section is a 'Groups Options' section with 'Group Statistics' showing 276 Total Groups, 271 Total Albums, 447 Total Photos, and 901 Total Topics. At the bottom right, there is a 'Categories' section with links for All About, CAD, PLM, ERP, CADENAS: Support, Tips..., Knowledge, and Local and Branch. The left sidebar contains a 'Login' section with fields for E-Mail-Adresse and Passwort, an 'Einloggen' button, and a 'Kostenlos Registrieren' link. Below the login section is a 'Top Links' section with various company logos like MERKLE, GUTHEKUNST FEDERN, and NEFF. The right sidebar contains several advertisements, including one for '17. Industry-Forum' and another for 'Ask CAN now!'.



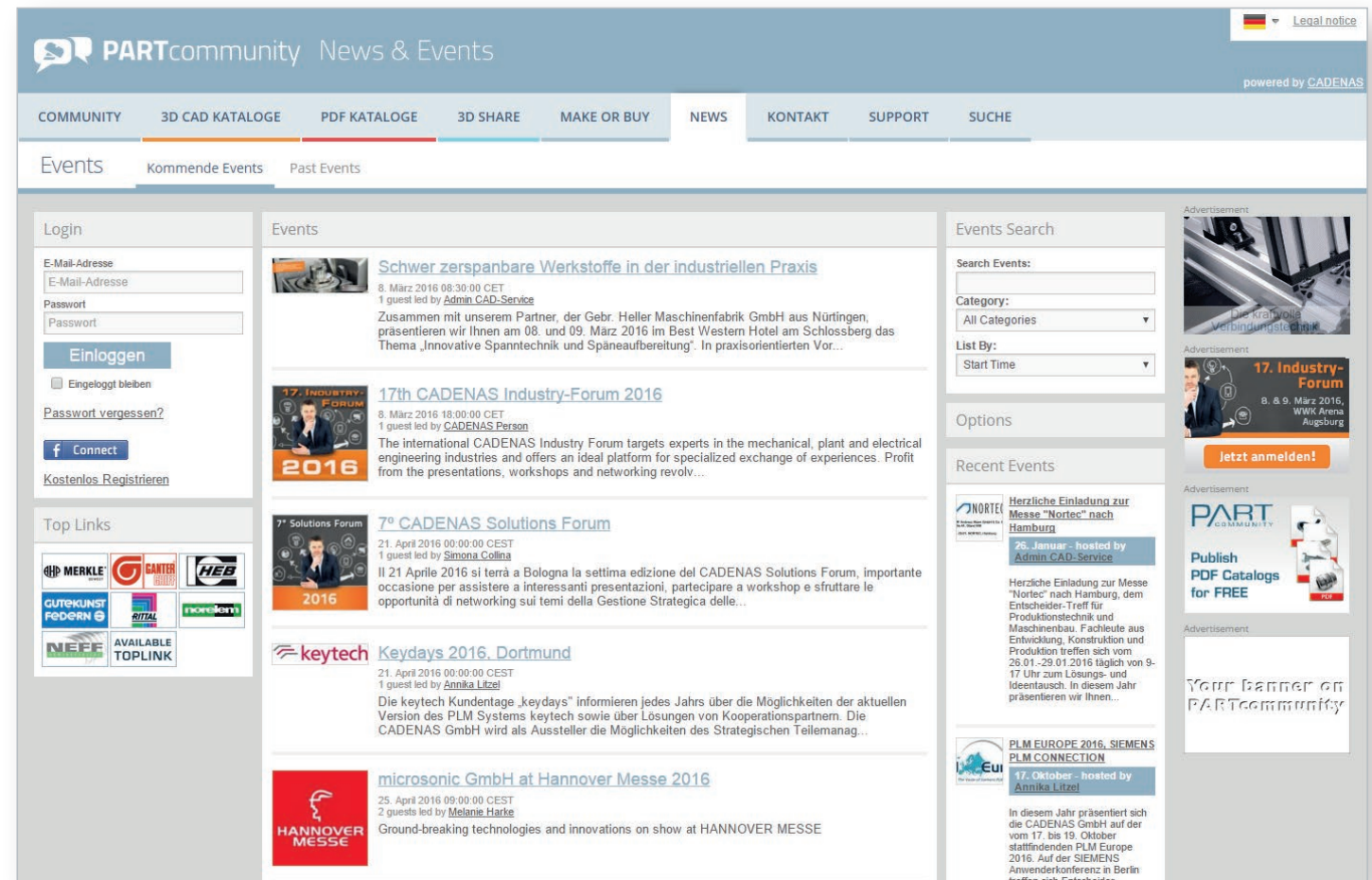
# PARTcommunity Events

Use PARTcommunity to promote events, trade fairs or trainings in the event area.

Publish all important detail about your events regarding topics like mechanical-, electrical- and electronic engineering, architecture and shipbuilding.

## Features:

- Share your events with customers and prospects
- Comments and discussion forum
- Manage participants
- Upload and link photos



The screenshot displays the PARTcommunity News & Events website. The header includes the site logo, navigation tabs (COMMUNITY, 3D CAD KATALOGE, PDF KATALOGE, 3D SHARE, MAKE OR BUY, NEWS, KONTAKT, SUPPORT, SUCHE), and a language selector (German) with a legal notice link. The main content area is titled 'Events' and features a list of upcoming events:

- Schwer zerspanbare Werkstoffe in der industriellen Praxis**: 8. März 2016 08:30:00 CET, 1 guest led by Admin CAD-Service. Zusammen mit unserem Partner, der Gebr. Heller Maschinenfabrik GmbH aus Nürtingen, präsentieren wir Ihnen am 08. und 09. März 2016 im Best Western Hotel am Schlossberg das Thema „Innovative Spanntechnik und Spänaufbereitung“. In praxisorientierten Vor...
- 17th CADENAS Industry-Forum 2016**: 8. März 2016 18:00:00 CET, 1 guest led by CADENAS Person. The international CADENAS Industry Forum targets experts in the mechanical, plant and electrical engineering industries and offers an ideal platform for specialized exchange of experiences. Profit from the presentations, workshops and networking revol...
- 7th Solutions Forum**: 21. April 2016 00:00:00 CEST, 1 guest led by Simona Collina. Il 21 Aprile 2016 si terrà a Bologna la settima edizione del CADENAS Solutions Forum, importante occasione per assistere a interessanti presentazioni, partecipare a workshop e sfruttare le opportunità di networking sui temi della Gestione Strategica delle...
- keytech Keydays 2016, Dortmund**: 21. April 2016 00:00:00 CEST, 1 guest led by Annika Litzel. Die keytech Kundentage „keydays“ informieren jedes Jahr über die Möglichkeiten der aktuellen Version des PLM Systems keytech sowie über Lösungen von Kooperationspartnern. Die CADENAS GmbH wird als Aussteller die Möglichkeiten des Strategischen Teilemanag...
- microsonic GmbH at Hannover Messe 2016**: 25. April 2016 09:00:00 CEST, 2 guests led by Melanie Harke. Ground-breaking technologies and innovations on show at HANNOVER MESSE

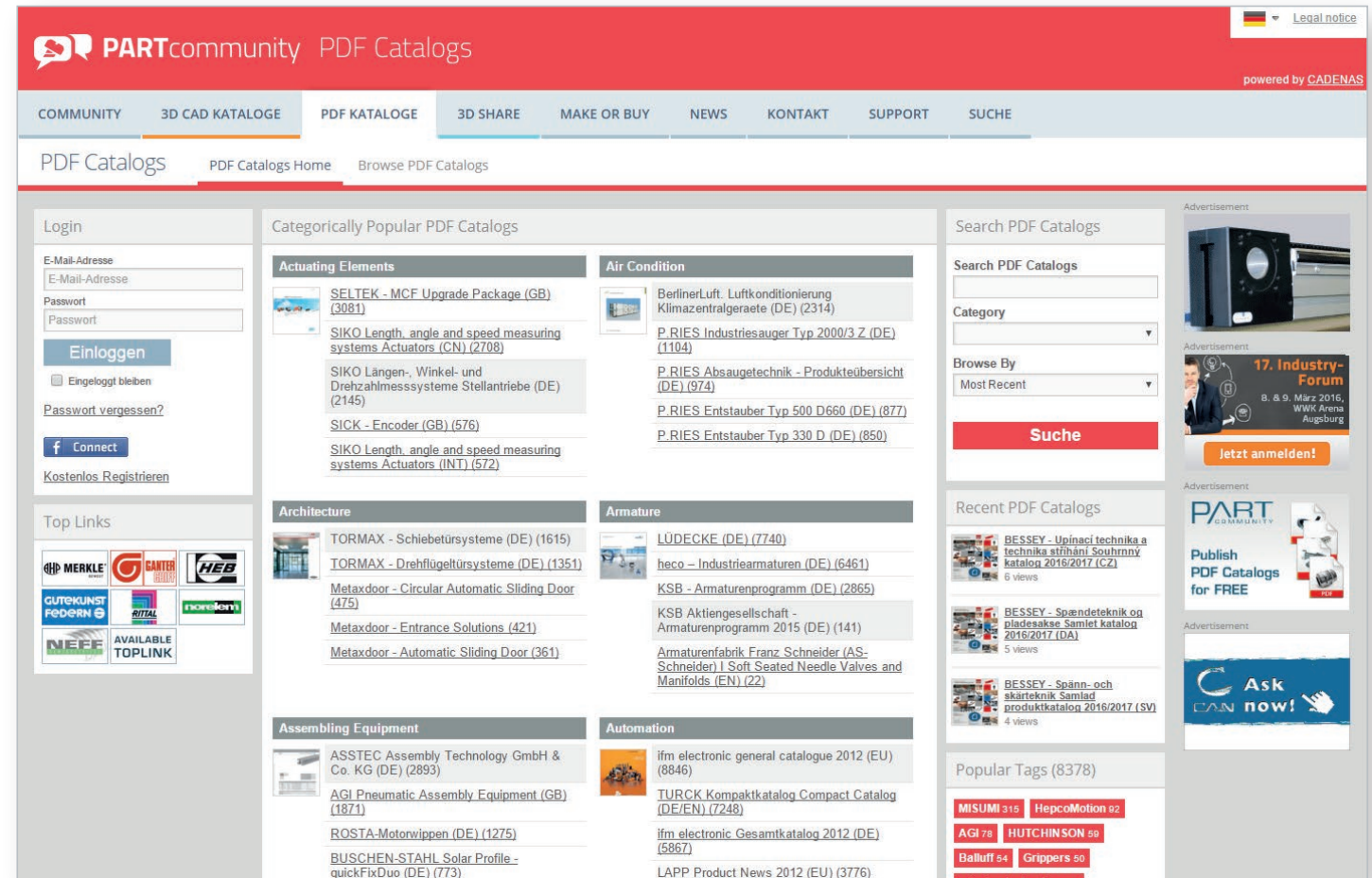
The left sidebar contains a login section with fields for E-Mail-Adresse and Passwort, a 'Einloggen' button, and links for 'Kostenlos Registrieren' and 'Connect'. Below this is a 'Top Links' section with logos for MERKLE, GANTER, HEB, GUTHEKUNST FÖDERN, BITAL, and NEFF. The right sidebar features an 'Events Search' section with a search bar and dropdowns for Category and List By. Below this is a 'Recent Events' section listing 'Herzliche Einladung zur Messe "Nortec" nach Hamburg' and 'PLM EUROPE 2016, SIEMENS PLM CONNECTION'. The bottom right corner includes an advertisement for 'PART COMMUNITY' and a banner for 'Your banner on PARTcommunity'.

# PARTcommunity PDF Catalogs

Besides 3D CAD Models you can publish your PDF catalogs with additional information for engineers and purchasers for free on PARTcommunity. The PDF catalog upload is available even if you do not have a 3D CAD Product Catalog by CADENAS yet.

## Features:

- Full Text Search
- Highlighting of frequently used catalogs
- Share your catalog with customers and prospects
- Categorization of the catalogs
- Direct link to the 3D CAD download portal
- See who is interested in your PDF catalog
- Get direct enquiries about your PDF catalog or products via e-mail



The screenshot displays the PARTcommunity PDF Catalogs website. The header is red with the site logo and navigation links: COMMUNITY, 3D CAD KATALOGE, PDF KATALOGE, 3D SHARE, MAKE OR BUY, NEWS, KONTAKT, SUPPORT, and SUCHE. Below the header, there's a sub-header for 'PDF Catalogs' with links to 'PDF Catalogs Home' and 'Browse PDF Catalogs'. The main content area is divided into several sections:

- Login:** Includes fields for E-Mail-Adresse, Passwort, and a button to 'Einloggen'. There are also links for 'Engelloggt bleiben', 'Passwort vergessen?', and 'Kostenlos Registrieren'.
- Top Links:** A row of logos for various companies like MERKLE, GANTER, HEB, GUTHEKUNST FEDERN, RITUAL, and NEFF.
- Categorically Popular PDF Catalogs:** A grid of catalog listings categorized by 'Actuating Elements', 'Air Condition', 'Architecture', 'Armature', 'Assembling Equipment', and 'Automation'. Each listing includes a thumbnail, title, and a brief description.
- Search PDF Catalogs:** A search bar with a 'Suche' button and a 'Browse By' dropdown menu.
- Recent PDF Catalogs:** A list of recently added catalogs with thumbnails and titles.
- Popular Tags (8378):** A list of popular tags such as MISUMI, HepcoMotion, AGI, HUTCHINSON, Balluff, and Grippers.

On the right side, there are several advertisements, including one for '17. Industry-Forum' and another for 'PARTcommunity Publish PDF Catalogs for FREE'.

# PARTcommunity Pins

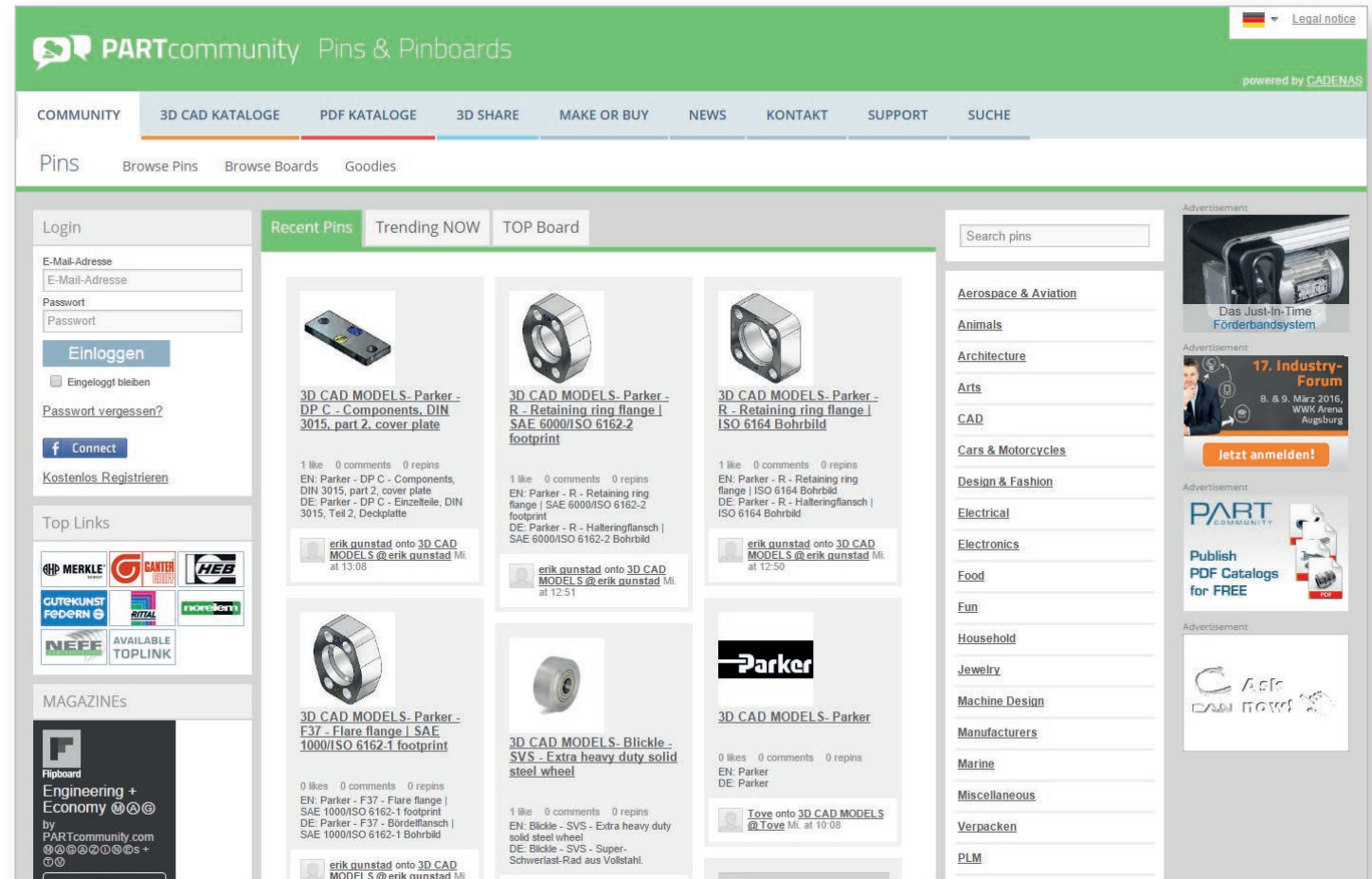
You have published interesting product photos on your website or your social media platform?

Now go forward pinning them onto your own pin board.

Pin boards are a source of inspiration for engineers, dealing with technics and product development.

## Features:

- Easy handling by drag & drop
- No need to upload pictures because pinned pictures are already published
- Pinned images link to the original source (e. g. your website)



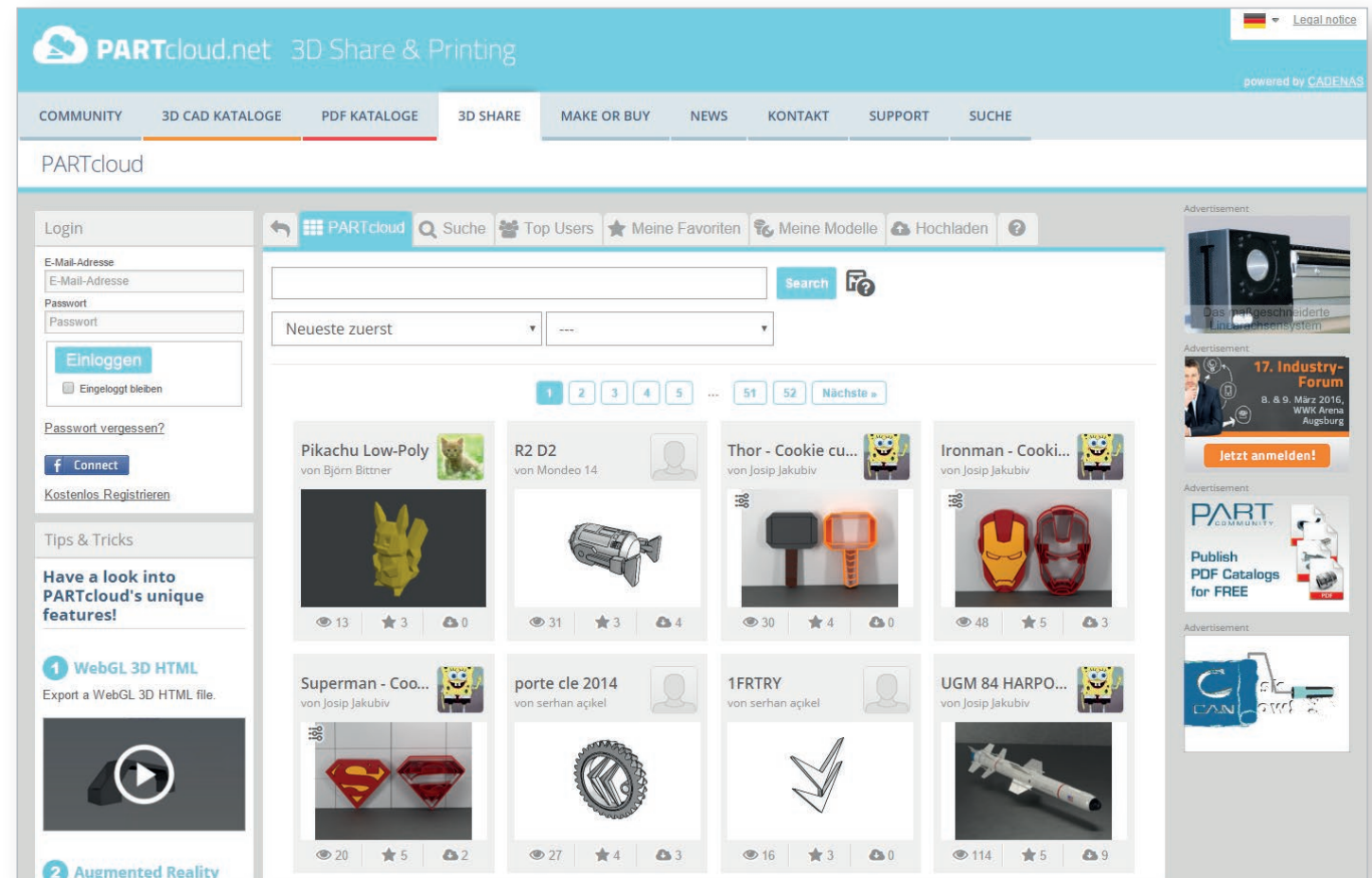
The screenshot displays the PARTcommunity Pins & Pinboards website. The header is green with the site name and navigation links: COMMUNITY, 3D CAD KATALOGE, PDF KATALOGE, 3D SHARE, MAKE OR BUY, NEWS, KONTAKT, SUPPORT, and SUCHE. A login section on the left includes fields for E-Mail-Adresse and Passwort, with buttons for 'Einloggen' and 'Kostenlos Registrieren'. Below this are 'Top Links' and 'MAGAZINES' sections. The main content area shows a grid of pins, each featuring a 3D CAD model of a mechanical part, its title, and user information. The right sidebar contains a search bar and a list of categories including Aerospace & Aviation, Animals, Architecture, Arts, CAD, Cars & Motorcycles, Design & Fashion, Electrical, Electronics, Food, Fun, Household, Jewelry, Machine Design, Manufacturers, Marine, Miscellaneous, Verpacken, and PLM. Advertisements for 'Das Just-In-Time Förderbandsystem' and '17. Industry-Forum' are also visible.

# PARTcommunity 3D Share

PARTcloud enables PARTcommunity members to upload 3D CAD models of their own engineered parts. Those can be downloaded and used by friends and colleagues. Check out our community for promoting your parts and upload some of your own components to our 3D sharing platform PARTcloud.

## Features:

- Easy upload of components in STEP or STL formats
- Adding categories to your uploads is possible (architecture, engineering, ...)
- Number of views and downloads of a part is displayed





# Contact

## **CANVAS GmbH - The agency for your advertising success**

CANVAS supports you in target group-oriented communication with existing customers and in addressing new potential customers.

### **Why CANVAS?**

As part of CADENAS GmbH we are specialized in the areas of CAD, mechanical engineering, automotive industry, electrical engineering and construction and therefore are very familiar with your target group. In combination with your specifications, we will hit the mark:

Target-oriented communication without scattering loss.

## **Media consulting / Sales**

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