



Introducing our Virtual Innovation Centre: An immersive engineering platform

By TR, part of Trifast plc Group



We are proud to announce the launch of our Virtual Innovation Centre, a next-generation digital platform designed to provide an immersive, interactive view of our engineering capabilities, product innovation and operational expertise.

The Virtual Innovation Centre offers a fully interactive 360° environment, enabling users to explore solutions in real-world contexts. Through rich multimedia content, including videos, animations, and in-depth technical insights, visitors can engage with our technologies in a dynamic and meaningful way.

The platform delivers practical insights across key areas such as product optimisation, application engineering and teardown analysis, helping users better understand performance and design considerations.

It also provides end-to-end visibility of our supply chain capabilities, including vendor-managed inventory and advanced distribution solutions.

Users can navigate dedicated sector experiences tailored to industries such as automotive, smart infrastructure and data centres, ensuring relevance and clarity for diverse applications.

In addition, the Virtual Innovation Centre highlights our commitment to sustainability, showcasing investments in renewable energy integration and circular material development.

This platform reflects a fundamental shift in how we engage, moving beyond static content to an experience-led approach that enables deeper understanding, faster decision-making and stronger collaboration.

[Start your tour: The Virtual Innovation Centre is available to explore.](#)

