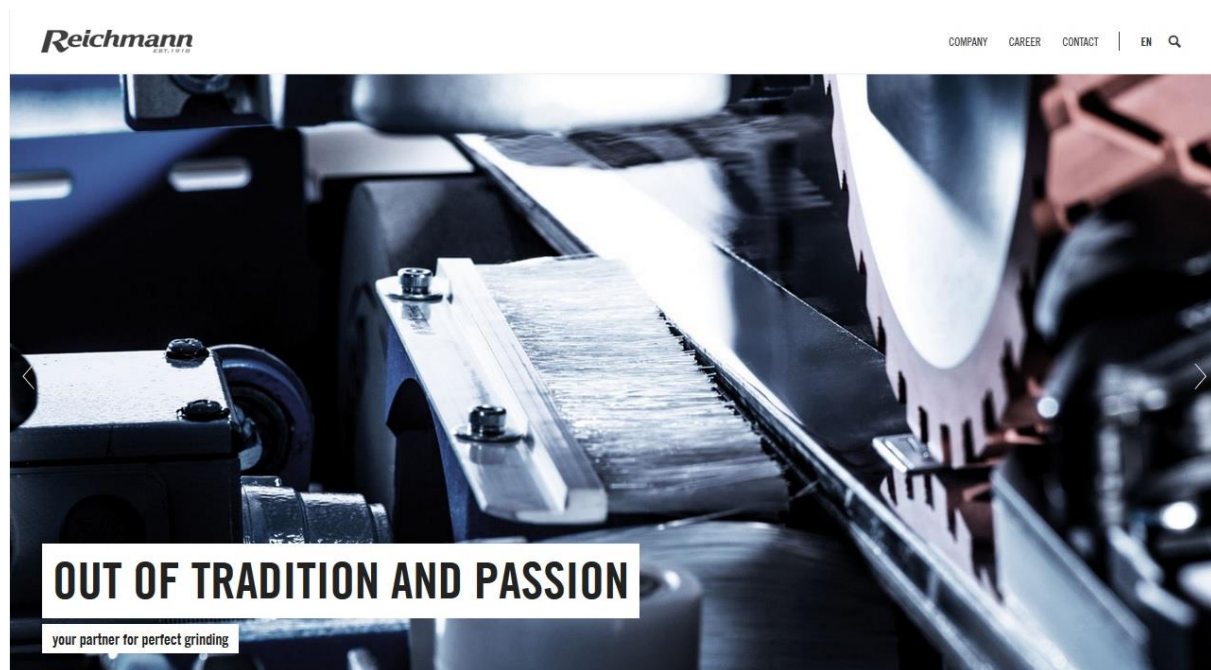


## Website-Relaunch

# Reichmann & Sohn with new online presence



**With the start of the second quarter of 2016 the website of Reichmann & Sohn shines in a new design. The relaunch of the website was the logical consequence of the redesign of the corporate identity (CI), which had been done in the past year. In course of the CI-redesign the logo and the corporate values had been revised. The new web appearance sets new standards and remains a milestone within the corporate history.**

If somebody is searching for information about Reichmann from now on, it can be found clearly structured on the new website. The modern and reduced design focuses on the core competences and the products of the company. Thanks to “responsive design”, the website can be used with all available (mobile) devices, such as computers, tablets and smartphones. The website automatically adjusts depending on the different screen size.

### **One family brand with three sub-brands**

The new website is structured into four main pages: corporate website, Ski & Board Tuning, Casting Finishing and Rema. Each single website can be individually reached – depending on the interest of the user. All four pages are logically interlinked and are based on the same structure. Due to the imagery and the colour delimitation of the divisions, the user always recognizes easily which Reichmann website he is visiting at the moment.

### **Product information & service offering**

Each of the webpages informs the user about the products and offers explaining video material. In addition (new) customers are able to find the right contact person regarding their inquiries in terms of service, orders or training opportunities. Thanks to intuitive navigation the website can be used very easy – surfing on the new Reichmann website becomes an experience!

## **Immerse yourself in the new Reichmann-world**

Click through the new Reichmann website now and experience the brand, the products and the service offerings:

- Reichmann corporate website: [www.reichmann.com/en](http://www.reichmann.com/en)
- Reichmann Ski & Board Tuning: [www.reichmann-skiservice.com/en](http://www.reichmann-skiservice.com/en)
- Reichmann Casting Finishing: [www.casting-finishing.com](http://www.casting-finishing.com)
- REMA: [www.rema.de](http://www.rema.de)