

Press Information

Rüegg Cheminée AG opts for CONTENTS

Munich, 03.11.2004 – The Swiss firm Rüegg Cheminée AG, top seller of fireplaces, has decided on the CONTENTS Content Management Software to realise the task of introducing a CMS. CONTENTS received the contract for many reasons, but mainly due to its high level of adaptability to Rüegg's complex needs and the rewarding price/performance ratio. Implementation will proceed in cooperation with CONTENTS' Swiss partner OneByte.

For decades now, the family-owned business Rüegg has stood for innovative, aesthetically pleasing and qualitative high-class fireplaces of a modern and timeless construction. The Swiss firm has chosen CONTENTS Content Management Software's customised solutions to meet its extensive, online communication demands. Rüegg employees can now produce and publish new content on their own using CONTENTS. Rüegg's newly formed Internet presence will offer its customers from now on even better service.

Rüegg plans to use CONTENTS for quick, easy production and administration of Web content. Two target groups stand at the epicenter: on the one hand, the platform informs customers and prospective customers about current news and products. On the other hand, a CONTENTS-operated, password-protected area will soon be available to provide fire place builders with product catalogue presentations, dimension etc. Both offerings are administrated in a central installation, where editors efficiently create and manage content and then publish it for the desired target group.

The most important factors for Rüegg were above everything else the simple integration with the existing system and low expenditures associated with the crossover. Every application can be dynamically fitted to future needs and managed in CONTENTS. CONTENTS' Swiss partner OneByte will head the realisation of the Rüegg website.

About Rüegg Cheminée AG

The interplay between artistic strength, cutting-edge warming and burning technologies and close cooperation with declared specialists and partners has

made Rüegg one of Switzerland's leading manufacturers and a very successful company in many European countries. Rüegg is best-known as a kindling furnace distributor. Next to the development of fireplaces, the firm offers top-quality technology as a prompt answer to new challenges.

About OneByte

OneByte is a professional service provider specialising in the areas of Internet e-business and Web design. The online specialists have collected extensive know-how spanning over 120 realised projects, from which they've built an optimal basis for success-oriented, cost-conscious implementation of customer requests. The 8 man team is creative, competent and very flexible. More information can be obtained at www.onebyte.ch.

About CONTENS Software GmbH

CONTENS Software GmbH provides Content Management Software (CMS) for companies with sophisticated online communication needs. Its line of products meets the demands of businesses from small online editors to international firms.

A strong network of experienced partners conceives innovative and customised CONTENS solutions and implements them according to individual demands. With the help of the CONTENS platform independent CMS products businesses can quickly realise and edit extensive online projects without any prior programming knowledge.

Among the well-known businesses that use CONTENS Content Management products are Concordia Insurance Group, Credit Suisse, Davidoff, Discovery Channel, Eurocard, GlobeGround Servisair, Hapimag, HypoVereinsbank BKK, John Deere, Max-Planck, MVV Energie AG, Peri, ratiopharm, T-Mobile and Schwyzer Kantonalbank.

Further Information

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