

# Press Information

## The Griffin's aficionados find enjoyment with CONTENTS

*Munich, 11.08.2005 – Cigar lovers of the 21<sup>st</sup> century, who have a soft spot for fascinating cigars and high tech accessories, should make themselves a new bookmark. The Griffin's new website ([www.griffinscigars.com](http://www.griffinscigars.com)) informs users about the brand with the griffin and the production of fine cigars made in the Dominican Republic. The online offering is based on the content management solution CONTENTS.*

For aficionados, as friends of fine cigars are also known, The Griffin's products and brand name is among the best that one can find. Modern cigar lovers of the 21<sup>st</sup> century are now also interested in using modern methods to inform themselves about the hand-made products and their traditional production, though. For this reason, the new bilingual website from the premium Griffin's brand ([www.griffinscigars.com](http://www.griffinscigars.com)) was constructed and put online in the shortest time based on the content management solution CONTENTS.

Starting now, cigar enthusiasts can use the website to find information on the origin, history and production of the world class cigars with the golden griffin. Special care was taken with detailed representation of the premium cigars as well as with The Griffin's high tech accessories. In this category belong, among other things, humidifiers made from carbon and glass fibers as well as stainless steel and aluminum precision round cutters. Next to the links to further cigar topics, the site also offers a source of supply search.

The choice for CONTENTS was made especially based on the high level of flexibility when integrating personal applications with the user-friendliness for editors. "Our team of editors could get to work with practically no orientation time," explains Dirk Metzeler, webmaster of The Griffin's website. "We can now keep our customers informed to the fullest with relatively little time and energy expenditures."

The Swiss CONTENTS Premium Partner New Impact AG in Bern headed the planning and realization part of the project. Design was done by d-sire, based in Cologne.

## **About the Oettinger Davidoff Group**

The Oettinger Davidoff Group, with its headquarters in Basel, Switzerland, is a market leader in retail tobacco and smoking accessories and is also active as a manufacturer, distributor, specialty products provider and importer. The business group has more than six of its own tobacco brands that successfully operate globally. The group of companies was founded in 1875 and has remained family-owned ever since.

## **About New Impact AG**

The firm has been awarded many times over for its high level of achievement and has made a name for itself that reaches across its own country's borders in the fields of interactive communication and portal solutions as well as web usability. Today they have 18 employees from the disciplines of marketing and media design as well as engineering. The team helps firms realize and integrate online projects from business-concept and communicational design to instruction and operation, all of which their reference list proves. Further information can be found at [www.newimpact.com](http://www.newimpact.com).

## **About CONTENTS 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 customized CONTENTS solutions and implements them according to individual demands. With the help of the CONTENTS platform-independent CMS products businesses can quickly realize and edit extensive online projects without any prior programming knowledge.

Among the well-known businesses that use CONTENTS 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.

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