

Press Release

Good taste: Nadler delicatessen are setting the table with CONTENS

Munich, 06-26-2006 – Nadler delicatessen, Germany's market leader of fish and salad delicacies, uses the Content Management Platform CONTENS for efficient, company-wide online communication. Main reasons for the choice were the fast realization time and the high flexibility of CONTENS. Standpunkt Interaktiv, CONTENS partner from Dortmund realises the graphical and technical adjustment.

For the easy creation and efficient maintenance of the whole Internet communication, Nadler delicatessen (www.nadler.de) chose the Content Management Platform CONTENS. Four B2C- Websites of delicatessen will be built in-house with the help of CONTENS.

The Content Management solution of CONTENS convinced the IT-officers at Nadler particularly through the fast realization time and high flexibility. The schedule was tight, as the set up of the first of four websites should be online six weeks after the project start. A big advantage of CONTENS is the integrated code-generator that allows a fast generation and individual customization of standard object-classes without programming skills. The object-classes on the Website can be displayed in variable ways therefore, the editors do not need to deal with design-aspects. The content always appears in the corporate design. CONTENS provides a lot of administrative advantages, for example with the one-time CMS-installation and common administration of the four Websites, the maintenance time could be essentially reduced. The centralized editors- and authorization management makes it easy to work on the different Website settings within the framework of specific user profiles.

CONTENS Partner Standpunkt Interaktiv created a new layout concept that looks similar to the package design, corresponding to the wishes and needs of Nadler in the best way. Besides the graphical adjustment, Standpunkt Interaktiv implements the complete technical realization.

About Nadler Delicatessen

The fabrication of delicatessen has the highest priority of the Nadler Feinkost GmbH for 80 years. The company got founded in 1926 by Dr. Paul Nadler. His originally goal was to produce and distribute mayonnaise. Soon he enlarged his wide range of delicatessen items.

Today the assortment enfolds a delicious variety of salads, fish, starters and regional specialties. With a lot of courage to innovations, the brands Nadler, Hopf, Pfennigs, Türk & Pabst and Lisner belong to all leading German grocery-stores. As a market leader Nadler sets the pace in four locations with more than 1000 employees.

About Standpunkt

As a full-service agency in the below-the-line sector, Standpunkt (www.standpunkt.com) offers concepts and customized solutions in the fields of classical communication, dialog marketing or online communication.

Standpunkt disposes about several years of experience with modern Intranets, Corporate Design and interactive applications based on CONTENS. The agency for integrated communications with 35 employees and more than 13 years of experience advises customers like CARGLASS, the airport Dortmund and T-Mobile.

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 customized CONTENS solutions and implements them according to individual demands. With the help of the CONTENS 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 CONTENS Content Management products are Brose, Bundesverband digitale Wirtschaft BVDW (Association for a Digital Economy), Concordia Insurance Group, Davidoff Group, Eli Lilly, Hapimag, HypoVereinsbank BKK, John Deere, the Swiss cantons of Aargau, Freiburg and Solothurn, Max-Planck Institutes, MVV Energie AG, Peri, Ratiopharm, Schwyzer Kantonalbank, Siemens TS, the City of Biel and T-Mobile.

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