

Press information

Well done! BLANCO launches its website with CONTENTS

Munich, 27.06.2007 – BLANCO, one of the leading providers specialized in kitchen technologies, catering and medical systems has redesigned and completely revised its company website www.blanco.de. The technological basis of the new service and information offer is the content management platform CONTENTS.

BLANCO offers its customers top advisory skills with the new bilingual web portal www.blanco.de. Based on the content management platform CONTENTS, the revised BLANCO kitchen technologies area presents the visitors of the website with more details concerning the product line and offers extensive information on planning, product choice, and maintenance. The new service and information offer supports specialty retailers during the advisory process of end customers from presales to after sales phase.

BLANCO especially sets store by the extensive and user-friendly presentation of the entire product line within the new web portal. Next to numerous facts concerning the company, the products and materials as well as sales information and maintenance hints, the new web presence offers its visitors a number of useful features. The integrated product catalog is fitted with an easy to handle search tool and offers extensive and detailed information on all products. Via an online form information brochures can be ordered quickly and simply. In the press area, visitors will find the latest press releases, a clearly arranged press archive, and an image database containing pictures for the press. Hans-Dieter Radke, Head of Communication at BLANCO, is happy about the successful realization: "Our new internet presence is a competent platform which offers valuable support during the buying decision process to kitchen end customers and to the specialized trade."

After the relaunch with CONTENTS, visitors benefit from considerably faster loading times and find their way easier thanks to the flatter navigation. The new structure and the improved page layout increases user-friendliness and helps visitors to find requested content faster. The editors at BLANCO often create their content autonomously within the scope of corporate design guidelines so that new content or updates can be published online quickly in the course of the workflow. The user-friendly interface of CONTENTS allows a quick training of the editors within only a short time.

Bernd Schütz, Head of BLANCO IT Services, sums up the advantages of CONTENS as follows: „CONTENS is an intuitive and easily handled solution for our departments. Content management has become much easier and faster. Thus the interface is now considerably more user-friendly than before.“ Christoph Arndt and Markus Konz, BLANCO Web Development Center, are happy about the excellent integration of CONTENS: "From a technical point of view the integration into our existing ColdFusion system environment was very important to us. This worked out really well with CONTENS."

After the successful relaunch of the kitchen technologies area, the realization of the divisions catering systems, medical care systems and industrial components is being planned.

About BLANCO

The BLANCO corporation belongs to the leading providers of innovative, first-class solutions in the field of kitchen technologies, catering and medical systems.

The company based in Oberderdingen / Baden-Württemberg, has several production sites in Germany (Oberderdingen, Sinsheim, Sulzfeld, Bruchsal, Leipzig) as well as in the Czech Republic and Canada. BLANCO has subsidiaries and holdings in Belgium, France, Great Britain, Switzerland, the Czech Republic, India, USA and Canada.

The BLANCO corporation has approximately 1,820 employees worldwide (therefrom 370 abroad) and achieved 327 million Euros in the financial year 2006. The interests abroad are around 60 %.

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 companies.

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 prior programming knowledge.

Among the well-known businesses that use CONTENS content management products are Brose, Concordia Insurance Group, Eli Lilly, HypoVereinsbank BKK, HVB Direkt, John Deere, the Swiss cantons of Aargau, Freiburg and Solothurn, Max-Planck Institutes, MVV Energie AG, Oettinger Imex Group („Davidoff“ etc.), Ratiopharm, Schwyzer Kantonalbank, Siemens TS, the City of Biel, and T-Mobile.

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