



## **PRESS RELEASE**

Künzelsau/Cologne, January 04, 2018

### **Berner Group makes solutions to industry challenges tangible**

**On its new website, the Berner Group places an emphasis on strong design, optimized usability and clarity.**

More than any other sector, B2B trade is currently facing challenges resulting from megatrends such as digitization, urbanization and globalization. As a family-run trading company with some 8,500 employees throughout Europe and 60 years of corporate history, the Berner Group had already initiated a transformation process to ensure a stronger customer orientation a few years ago. In doing so, the company has faced numerous challenges on the markets and also found answers.

This strong and positive transformation in the corporate group had not yet been reflected in the company's external image. Until now. The development steps that the Berner Group has successfully gone through over the past five years can now be experienced on the website. Through numerous illustrative examples, users can now gain a much better impression of what the Berner Group stands for and what it considers its "unconditional customer orientation".

#### **Optimized usability and clear structure**

In cooperation with the Cologne-based agency sunzinet, the Berner Group's online presence has been redesigned and technically enhanced. At [www.berner-group.com](http://www.berner-group.com) users can now expect a website with a fresh and clear design. The main focus of the website relaunch was the optimization of the user experience. The streamlined and user-friendly interface now offers a clearly structured navigation for visitors.

Another central topic of the relaunch was to provide the website with a "responsive design". The Berner Group's new online presence is optimized for all mobile devices and thus offers the user maximum flexibility.

#### **A full range of information at a glance**

In the new online presence, the Berner Group presents itself with a contemporary look as the first point of contact, offering the most important information to all target groups. Business



partners, applicants and press representatives all quickly and systematically receive information in just a few clicks. “With the relaunch, we have created a digital showcase for our company. By redesigning the website, we can now present our company, brands and values in the best possible manner,” said Daria Huck, who is in charge of the Berner Group’s new website.

### **The Berner Group**

The Berner Group is a family-run commercial enterprise with approximately 8,500 employees and 60 years of corporate history. From tools and equipment for garages, materials and fire protection for construction projects to specialty chemicals for industrial plants and commercial cleaning – we supply B2B customers in 25 European countries with our products and solutions. As a reliable business partner, we are always there for our customers: personally on site with some 5,500 field service experts, in mobile and digital fashion with the online shop, for over-the-counter trade as well as via our call center.