

Press release

Enhanced Wilkhahn Website online

A widely enhanced and optimized version of the prize-winning Wilkhahn website is now online. The most visible enhancement is the new section entitled "Interior concepts" which provides a direct, emotional introduction to the world of Wilkhahn furniture.



Bad Münders. The Internet platform of German office furniture manufacturer Wilkhahn was designed some five years ago in collaboration with the Frankfurt multimedia agency NEUE DIGITALE. The website won many awards from the very start, including the Bronze Cyber Lion in Cannes in 2002, which is regarded as the world championship of the creative scene.

The fact that this website in this short-lived digital medium still rates high in terms of up-to-dateness and relevance goes to prove the quality of the concept and design. "The latest enhancements accommodate changes in user requirements and underline the high demands that the office furniture manufacturer makes on design, innovation and quality", NEUE DIGITALE managing director Andreas Gahlert emphasizes, who was recently voted Web Personality of the Year 2006 at the International New Media Award ceremony. The website enhancement therefore retained the clear layout and the navigation structure to a large extent. The following points have been enhanced:

- The Homepage contains a direct link to the product portfolio. Besides product categories and names of product ranges, images now facilitate orientation within the website too.
- The segment of "Interior concepts" is completely new and can be found in a prominent position on the Homepage. In addition to informative texts, details can now be zoomed in from large-format images. Flash animation invites the user to familiarize himself hands-on with Wilkhahn product ranges.
- All product pages have been adapted in terms of content and new, larger photographs have been added.
- Last but not least, the search function of the Website has been optimized.

For further information and image material, please contact:

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The website is now available in German and English and a Spanish version will follow in the second half of the year.