

## Press release

July 2007

**ROTHENBERGER is presenting the company on a service orientated web page**

## **The new online look for pipe tool competence**

**Kelkheim. The well acknowledged pipe tool specialist ROTHENBERGER once again shows esprit and spirit for innovation with its new internet presentation, which is online since a few days.**

The new web page of ROTHENBERGER is both informative and concise: The new light, clear structured design presents up to date information about products, services and company information in a very user friendly manner. The new web page presents additional opportunities to communicate with ROTHENBERGER at any time.

The section "products" is presenting an overview of the complete range of quality products that ROTHENBERGER offers to the plumbing, heating, refrigeration, gas and environmental industry. The clearly laid out product groups allow the craftsman to get a short description first, and then in a next step gaining detailed information of each product. Only one "click" further and you can find the next ROTHENBERGER stockist in your region. All new products and product innovations can be found in a separate overview. As an additional service from now on you will find informative product movies under this section.

The section "service" was also renewed and updated. Next to service products, the highly motivated and competent service team as well as the ROTHENBERGER SERVICECENTER are introduced. "As service and customer orientation has highest priority for ROTHENBERGER we came up with a customer survey", described Volker Hess, head of marketing, the idea behind the new tool. Using the interactive questionnaire ROTHENBERGER customers are able to communicate their opinion about important service parameters.

More service and comfort for both ROTHENBERGER stockists and employees was achieved by reorganising and updating the image database. The simplified, mostly automated registration process allows the user a quick and comfortable download of pictures in "light table" and high resolution quality.

An important step towards the future of the pipe tool manufacturer was set by the strong emphasize on the now separate section "jobs and careers". In this section ROTHENBERGER is addressing pupils, students, graduates and people with work experience as individuals, showing each group how they can create their future together with ROTHENBERGER. An online application form, the publication of job fair events, the newsletter subscription option, the online catalogue all enhance the service function of the new ROTHENBERGER web page.

**For further information, contact:**

ROTHENBERGER Werkzeuge GmbH

Volker Hess

Head of Marketing

Industriestraße 7

D-65779 Kelkheim

Tel: +49 (0) 61 95 / 800-261

Fax: +49 (0) 61 95 / 800-305

Mail: [volker.hess@rothenberger.com](mailto:volker.hess@rothenberger.com)

[www.rothenberger.com](http://www.rothenberger.com)