

Press release

RELAUNCH OF THE FRITSCH HOMEPAGE

International. User-friendly. Informative.

A few days ago, the redesigned FRITSCH website went online featuring several languages. Test now: www.fritsch-international.com

In addition to numerous languages like for example Italian, Spanish, France, Russian and Chinese, we now offer an own Website for our Portuguese customers. Besides invisible changes, like for example an update of the content management system, the layout was also completely overhauled and now appears in a fresh, pure design.

Decisive for a relaunch were besides the technical improvements, also improvements in usability. Instead of pages with too much information we concentrated on the essence and now offer a modern layout with powerful photos and logically divided content. The separation of the homepage in milling and sizing is obsolete now and therefore improving navigation.

Here a brief overview of the most important new features:

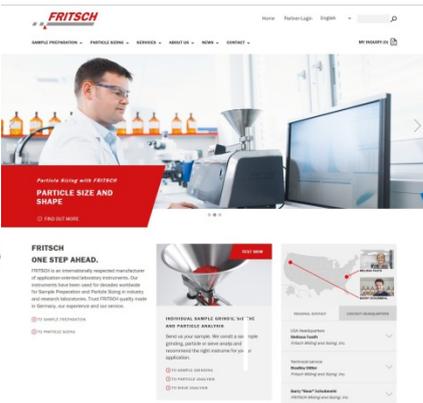
➤ **Utilizing the Geo IP for contacting FRITSCH**

Worldwide, you can see the appropriate point of contact of your current geographical location.

➤ **Product finder**

Very convenient is our new product finder, which takes into account the different user behaviours. With the modules sample preparation and particle sizing, you can search directly for instruments or with the [solutions finder \(Your Application\)](#) you can easily filter according to different industries and find the corresponding applications and the matching laboratory instruments. On the [intro pages](#) of the relative product groups we feature a corresponding product finder. By applying the filter which is available in several categories, it is possible to find the appropriate laboratory instruments.

➤ **Product inquiry**





With the new [inquiry feature](#) it is simple for you to generate an offer with just a few clicks. Simply add the desired products to your inquiry list and send the inquiry to FRITSCH. Our quotations department will quickly send you an individual offer!

Product Comparison

On the intro pages of the corresponding product groups, the most important features of an instrument become visible by simply hovering over an instrument with a mouse cursor, offering a first comparison.

The individual instrument pages contain once more a [comparison of the instruments](#) and now at once the technical data of instruments within a group are visible with a glance.

Convince yourself and have a look: www.fritsch-international.com

40 lines with 40 characters
Please send author's copy

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